

UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION

)  
DYSON, INC., )  
                  ) CASE NO. 09-2307  
Plaintiff,     )  
                  ) JUDGE RUBEN CASTILLO  
vs.             ) MAGISTRATE JUDGE MARIA VALDEZ  
                  )  
HOOVER, INC. and )  
TTI FLOORCARE NORTH AMERICA, )  
INC.,             )  
                  ) JURY TRIAL DEMANDED  
Defendants.     )  
                  )

**DECLARATION OF E. DEBORAH JAY IN SUPPORT OF  
DYSON'S MOTION FOR A PRELIMINARY INJUNCTION**

**2009  
Consumer Survey  
(Hoover Platinum Collection Study)**

**April 2009**

**FIELD  
RESEARCH  
CORPORATION**

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## Report of E. Deborah Jay, Ph.D.

### I. Introduction and Summary

1. I am President and Chief Executive Officer of Field Research Corporation (“Field Research”), a San Francisco-based research firm specializing in marketing and public opinion surveys. Field Research was retained by Dyson, Inc. in this matter to conduct a nationwide survey (the “Field Survey”) with potential purchasers of upright vacuums regarding the box for the Hoover Platinum Collection Cyclonic Bagless Upright vacuum (the “Hoover Platinum Collection” box). The primary purpose of the Field Survey was to determine what the “Clearly Cleaner” section on the back panel of the vacuum box communicates about Hoover Platinum Collection upright vacuums.

2. Altogether, 561 potential purchasers of upright vacuums that cost \$400 or more were interviewed for the Field Survey. Approximately half the survey respondents (281 survey respondents) were shown the actual Hoover Platinum Collection box (the *test box*). The back panel of the Hoover Platinum Collection box includes a section with the heading “Clearly Cleaner.” The Clearly Cleaner section contains two rectangular boxes with white borders:

- The first box is labeled “Competitive Comparison” and includes an aerial photograph comparing three vacuum cleaners.
- The second box is labeled “Dirt Removal Rating” and includes a bar chart comparing three vacuum cleaners.

3. The following statements appear under the “Competitive Comparison” box with the aerial photograph comparing the three vacuums:

“In one pass\*\*, the Hoover Platinum Collection™ Cyclonic Bagless Upright utilizes WindTunnel® Technology and Multi-Cyclonic filtration to remove more dirt without scattering or pushing dirt back into your carpet. Efficiently achieve the clean results you expect in fewer passes.”

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“\*\*One pass defined as one push forward and one pull backwards over the same path.”

4. The following statements appear under the “Dirt Removal Rating” box with the bar chart comparing three vacuums:

“\*Per ASTM F608 Standard Test Method for Evaluation of Carpet Embedded Dirt Removal Effectiveness.”

“The images depicted in the Competitive Comparison Chart do not represent the competitors 1 and 2 from the Dirt Removal Rating Chart.”

5. The other half of survey respondents (280 survey respondents) was shown a modified Hoover Platinum Collection box, which served as a *control box*. The *control box* was identical to the actual Hoover Platinum Collection box (the *test box*), except for the Clearly Cleaner section on the back panel. On the modified box, this section was labeled “Clearly Clean” (instead of “Clearly Cleaner”). The Clearly Clean section contained two rectangular boxes with plain white borders (*i.e.*, they were not titled “Competitive Comparison” or “Dirt Removal Rating”). The first rectangular box contained the following statement (rather than the aerial photograph comparing the three vacuum cleaners):

“The Hoover Platinum Collection™ Cyclonic Bagless Upright utilizes WindTunnel® Technology and Multi-Cyclonic filtration to remove dirt without scattering or pushing dirt back into your carpet.”

6. The second rectangular box included the following statement (rather than the bar chart comparing three vacuum cleaners):

“Efficiently achieve the clean results you expect.”

7. The following statement appeared under the second rectangular box:

“\*Per ASTM F608 Standard Test Method for Evaluation of Carpet Embedded Dirt Removal Effectiveness.”

8. For comparison purposes, survey respondents in the *test group* and the *control group* were asked the same questions about the vacuum box and the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*). The *control group* was used to assess

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whether survey respondents in the *test group* said something about the percentage of dirt the vacuum picks-up due to the box versus other factors (*e.g.*, preexisting beliefs regarding Hoover vacuums, guessing, and other potential sources of “noise”).

9. The interviews for the survey were conducted between March 2 and March 19, 2009 by 69 professional interviewers at 14 different shopping malls in 12 states (located in the northeastern, midwestern, southern and western United States). Before administering the questionnaire, interviewers advised survey respondents that we only were interested in their opinions and beliefs and that they should feel free to say if they did not have an opinion. The interviews for the survey were double-blind; neither the interviewers nor the survey respondents were told the name of the client or that the survey was being conducted in connection with a potential dispute or adversarial proceeding.

10. The questionnaire for the survey included both “open-ended” questions (*i.e.*, questions that required respondents to answer in their own words) and “closed-ended” questions (*i.e.*, questions for which response categories were provided). The closed-ended questions were used both as “filters” (*i.e.*, to determine whether the respondent believed that the vacuum box communicated something about a particular topic before asking specific questions about that topic), and to clarify responses to the open-ended questions.

11. The questionnaire contained three sets of questions about the vacuum box. The first set of questions asked what the box mainly communicates about the vacuum sold in the box. The remaining questions in the survey pertained to the information in the section on the back panel of the box that began with the heading Clearly Cleaner (for the *test group*) or Clearly Clean (for the *control group*). The second set of questions inquired whether the section on the box communicates anything about how well the vacuum sold in the box cleans, and if so, what the section communicates about this.

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12. Those survey respondents who said that the section on the box does communicate something about how well the vacuum cleans were queried further. The third set of questions asked whether the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*) communicates anything about the percentage of dirt the vacuum sold in the box picks-up. Those survey respondents who said the section of the box does communicate something about this were asked the percentage of dirt the vacuum picks-up.

13. The interviews for the Field Survey were conducted according to accepted survey standards. Based on the overall design and execution of the Field Survey, it provides representative information concerning potential purchasers of upright vacuum cleaners that cost \$400 or more.

14. As described in detail in the discussion that follows, the survey found:

- In the *test group*, 68% of survey respondents said that the Clearly Cleaner section does communicate something about the percentage of dirt the Hoover Platinum Collection upright vacuum picks-up. The comparable percentage for the *control group* (the group shown the box with the Clearly Clean section) was 16%, a difference of 52 percentage points.
- In the *test group*, 62% of survey respondents said that the box or the Clearly Cleaner section of the box communicates that the Hoover Platinum Collection upright vacuum picks-up 90% or more of dirt. The comparable percentage for the *control group* (the group shown the box with the Clearly Clean section) was 16%, a difference of 46 percentage points.

15. The Field Survey demonstrates that 46% of potential purchasers of \$400+ upright vacuums are likely to believe that the Hoover Platinum Collection upright vacuum picks-up 90% or more of the dirt based on the box with the Clearly Cleaner section (and not based on preexisting beliefs, guessing or other sources of “noise”).

16. The survey methods, findings, and my conclusions are described in the remainder of this report, which is based on information that I have been provided and analyses that I have performed thus far. I understand that I may be provided with additional information. I also may be asked to perform further analyses and, if so, this report may be amended or revised.

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## II. Credentials

17. I am President and CEO of Field Research, one of the oldest and most respected marketing and public opinion research firms in the United States. I bring to this project more than 30 years of experience conducting large-scale surveys of all types (*e.g.*, mail, telephone and in-person), including surveys for public agencies, nonprofit organizations, private companies and law firms. I have conducted numerous surveys on behalf of both plaintiffs and defendants in trademark and advertising disputes. I have testified in state and federal courts and have been qualified by several courts as an expert in survey methodology.

18. I hold a bachelor's degree in psychology and political science from the University of California at Los Angeles (*magna cum laude*) and a master's degree and doctorate in political science from the University of California at Berkeley. Before joining Field Research in 1991, I was a program director at SRI International (formerly Stanford Research Institute). I also was a manager with KPMG Peat Marwick in San Francisco, and a research associate at the Survey Research Center at the University of California at Berkeley. I have lectured to classes at UC Berkeley's Haas School of Business (at the graduate and undergraduate levels) and at Boalt Law School, and have served on the faculty of various continuing legal education programs.

19. I am past chair of the Council of American Survey Research Organizations (CASRO), a not-for-profit trade association representing over 200 survey research companies engaged in professional research. I served as a director of CASRO for seven years (from 1995 to 2001) and during that time chaired both the Survey Research Quality and Standards and Ethics committees of that organization.

20. I served on the Executive Council of the American Association for Public Opinion Research (AAPOR), a professional society of individuals engaged in opinion research, market

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research, and social research. I was elected Standards Chair of the national organization, served as president of the Pacific Chapter of AAPOR, and am a member of the advisory committee for *Public Opinion Quarterly*, an official publication of AAPOR. Founded in 1947, AAPOR's membership includes approximately 2,000 individuals from every sector of the research community, including academic institutions, commercial organizations, government agencies and nonprofit organizations.

21. Founded in 1945 by Mervin Field, Field Research currently conducts thousands of interviews each year with representative samples of the general public, consumers, employees, corporate executives, and other populations. Field Research has conducted the nationally-quoted *Field Poll* since 1947, and has tracked voter preferences in all major statewide elections in California since 1948. Since 1948, the average deviation between *The Field Poll's* final pre-election poll in California and the actual percentage vote in California for the winning candidate in elections for President, Governor and U.S. Senate has been approximately two percentage points. *The Field Poll* is well-known throughout California for the surveys it regularly takes and publishes on issues of public importance.

### **III. Prior Testimony**

22. During the past four years, I have testified in deposition and/or at trial in the following cases:

- City of Seattle v. Professional Basketball Club LLC. (United States District Court, Western District of Washington).
- S.C. Johnson & Son, Inc. v. Buzz Off Insect Shield, LLC. and International Garment Technologies (United States District Court, Middle District of North Carolina).
- Merisant Company v. McNeil Nutritionals and McNeil PPC-Inc. (United States District Court, Eastern District of Pennsylvania).
- Nissan Motor Co. v. Nissan Computer Corp. (United States District Court, Central District of California).

- In re FedEx Ground Package System Inc. Employment Practices Litigation (United States District Court, Northern District of Indiana).
- Kargo Global, Inc. v. Advance Magazine Publishers, Inc. (United States District Court, Southern District of New York).
- Enterprise Rent-A-Car v. U-Haul International Inc. and eMove Inc. (United States District Court, Eastern District of Missouri).
- Sutter Health, et. al., v. Unite Here (Superior Court of the State of California, Placer County).
- Ty Inc., v. Softbelly's Inc. (United States District Court, Northern District of Illinois).
- Peaceable Planet, Inc., v. Ty, Inc. and H. Ty Warner (United States District Court, Northern District of Illinois).
- AARP v. Kramer Lead Marketing Group et. al. (United States District Court, Middle District of Florida).

#### **IV. Publications**

23. A list of publications, publicly released technical reports, and conference papers/presentations I have authored or co-authored during the past 10 years is included in Appendix A.

#### **V. Expert Compensation**

24. Field Research is performing this study on a time and materials basis. Because work in connection with this project is ongoing, I do not yet know the total project costs. The hourly rate that Field Research is charging for my time on this project in 2009 is \$500.

#### **VI. Materials Provided**

25. I was provided with Hoover Platinum Collection boxes and Styrofoam packing materials.

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## VII. Survey Design and Approach

26. Under my design, direction and supervision, Field Research conducted a nationwide survey with potential purchasers of upright vacuums regarding the box for the Hoover Platinum Collection Cyclonic Bagless Upright vacuum. The primary purpose of the Field Survey was to determine what the Clearly Cleaner section on the back panel of the vacuum box communicates about Hoover Platinum Collection upright vacuums.

27. Altogether 561 potential purchasers of upright vacuums that cost \$400 or more were interviewed for the Field Survey.<sup>1</sup> Approximately half of the survey respondents (281 survey respondents) were shown the actual Hoover Platinum Collection box (the *test box*). The back panel of the Hoover Platinum Collection box includes a section with the heading “Clearly Cleaner.” The Clearly Cleaner section contains two rectangular boxes with white borders:

- The first box is labeled “Competitive Comparison” and includes an aerial photograph comparing three vacuum cleaners.
- The second box is labeled “Dirt Removal Rating” and includes a bar chart comparing three vacuum cleaners.

28. The following statements appear under the “Competitive Comparison” box with the aerial photograph comparing three vacuums:

“In one pass\*\*, the Hoover Platinum Collection™ Cyclonic Bagless Upright utilizes WindTunnel® Technology and Multi-Cyclonic filtration to remove more dirt without scattering or pushing dirt back into your carpet. Efficiently achieve the clean results you expect in fewer passes.”

“\*\*One pass defined as one push forward and one pull backwards over the same path.”

29. The following statements appear under the “Dirt Removal Rating” box with the bar chart comparing three vacuums:

“\*Per ASTM F608 Standard Test Method for Evaluation of Carpet Embedded Dirt Removal Effectiveness.”

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“The images depicted in the Competitive Comparison Chart do not represent the competitors 1 and 2 from the Dirt Removal Rating Chart.”

30. The other half of survey respondents (280 survey respondents) was shown a modified Hoover Platinum Collection box, which served as a *control box*. The *control box* was identical to the actual Hoover Platinum Collection box (the *test box*), except for the Clearly Cleaner section on the back panel. On the modified box, this section was labeled “Clearly Clean” (instead of “Clearly Cleaner”). The Clearly Clean section contained two rectangular boxes with plain white borders (*i.e.*, they were not titled “Competitive Comparison” or “Dirt Removal Rating”). The first rectangular box contained the following statement (rather than the aerial photograph comparing the three vacuum cleaners):

“The Hoover Platinum Collection™ Cyclonic Bagless Upright utilizes WindTunnel® Technology and Multi-Cyclonic filtration to remove dirt without scattering or pushing dirt back into your carpet.”

31. The second rectangular box included the following statement (rather than the bar chart comparing three vacuum cleaners):

“Efficiently achieve the clean results you expect.”

32. The following statement appeared under the second rectangular box:

“\*Per ASTM F608 Standard Test Method for Evaluation of Carpet Embedded Dirt Removal Effectiveness.”

33. For comparison purposes, survey respondents in the *test group* and the *control group* were asked the same questions about the vacuum box and the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*). The *control group* was used to assess whether survey respondents in the *test group* said something about the percentage of dirt the vacuum picks-up due to the box versus other factors (*e.g.*, preexisting beliefs regarding Hoover vacuums, guessing, and other potential sources of “noise”).

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## A. Sampling Approach

34. The interviews for the Field Survey were conducted at 14 shopping malls in 12 states (located in the northeastern, midwestern, southern, and western United States). Listed below are the geographic locations and shopping malls where interviews for the survey were conducted.

- South
  - *Florida: Tampa/St. Petersburg Metropolitan Area*  
Countryside Mall (Clearwater)
  - *Georgia: Atlanta Metropolitan Area*  
Northlake Mall (Atlanta)
  - *North Carolina: Charlotte Metropolitan Area*  
Northlake Mall (Charlotte)
  - *Texas: Dallas/Fort Worth Metropolitan Area*  
Golden Triangle Mall (Denton)  
Ridgmar Mall (Fort Worth)
- Northeast
  - *Connecticut: Hartford Metropolitan Area*  
Enfield Square (Enfield)
  - *Massachusetts: Boston Metropolitan Area*  
Faneuil Mall (Boston)
  - *New Jersey: Philadelphia Metropolitan Area*  
Moorestown Mall (Moorestown)
- West
  - *Arizona: Tucson Metropolitan Area*  
Foothills Mall (Tucson)
  - *California: Los Angeles Metropolitan Area*  
Montclair Plaza (Montclair)
  - *Colorado: Denver Metropolitan Area*  
Colorado Mills Mall (Lakewood)

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- Midwest
  - *Illinois: Chicago Metropolitan Area*
    - Yorktown Center (Lombard)
    - Hawthorn Center (Vernon Hills)
  - *Ohio: Cleveland Metropolitan Area*
    - Great Northern Mall (N. Olmsted)

35. Two interviewing services, Car-Lene Research and Performance Plus/Boston Field & Focus, provided the research facilities and interviewers for the survey. Each interviewing service provided interviewing supervisors and interviewers at more than one mall. The research facilities at each mall satisfied the following criteria:

- Had consumer research experience.
- Employed their own interviewers and provided local supervision to monitor interviewers.
- Had private interviewing rooms where survey respondents could be interviewed “off the mall.”
- Assigned multiple interviewers to the project, and permitted Field Research project staff to train their supervisors and interviewers.
- Reported to Field Research daily during data collection, and permitted Field Research to independently verify their interviewers’ work.

36. The sampling plan included age and gender quotas designed to ensure that adults in different demographic groups were adequately represented and that the samples for the mall survey were representative of potential purchasers of upright vacuums that cost \$400 or more. The demographic quotas were based on U.S. Census data and on information concerning vacuum cleaner purchasers from questions that Field Research added to a nationwide telephone survey conducted by Opinion Research Corporation (ORC).<sup>2</sup>

37. Because women are more apt to purchase upright vacuum cleaners that cost \$400 or more than men, Field Research specified that for the mall survey, approximately 65% of the interviews with qualified adults were to be completed with women and 35% with men. Also, because potential purchasers of vacuum cleaners that cost \$400 or more tend to be slightly younger than the overall adult

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population, Field Research specified that approximately 35% of the interviews with qualified adults were to be completed with adults age 18 to 34, approximately 31% with adults age 35 to 49, and approximately 34% with adults age 50 and older. Consistent with the Census distribution for the U.S. adult population, slightly more than one-third (36%) of the interviews with qualified adults were to be conducted in the South, and approximately one-fifth of the interviews were to be completed in each of the other three regions of the United States (the Northeast, Midwest, and West).

## **B. Initial Screening Interviews and Eligibility Criteria**

38. To identify eligible survey respondents, interviewers were instructed to approach adult shoppers at each shopping mall in a systematic manner until each age/gender quota was filled. They then asked adults the following questions:

- “During the next 12 months, do you think that your household will buy any of the following items?
  - An air purifier that costs \$50 or more,
  - An outdoor barbecue that costs \$100 or more,
  - A microwave oven that costs \$200 or more,
  - An upright vacuum cleaner that costs \$400 or more,
  - A dishwasher that costs \$900 or more?”
- (*IF THE HOUSEHOLD WILL BUY AN UPRIGHT VACUUM CLEANER THAT COSTS \$400 OR MORE*) “During the next 12 months, will you or will someone else mainly decide which upright vacuum cleaner to buy for your household?”
- “Do you or does anyone in your household...
  - Work at this mall,
  - Work for a company that makes or sells upright vacuum cleaners,
  - Work in advertising research or marketing research?”
- “During the past 3 months, have you participated in a survey at a mall?”
- “Do you know anyone who has participated in this survey or did anyone tell you about this survey before now?”
- “Do you live in this area or are you visiting from somewhere else?”

- “When you shop, do you usually wear contact lenses or eyeglasses?” and if so, “Do you have the contact lenses or eyeglasses with you that you usually wear when you shop?”

39. To qualify for the survey, adults age 18 and older had to satisfy the following criteria:

- Think that their household will buy an upright vacuum cleaner that costs \$400 or more during the next 12 months.
- Mainly decide (by himself/herself or with someone else) which upright vacuum cleaner to buy for their household.

40. Other criteria that qualifying adults were required to satisfy included the following:

- Not work or live in a household in which someone works (a) at the mall where the interview was conducted; (b) for a company that makes or sells upright vacuum cleaners; or (c) in advertising research or marketing research.
- Not have participated in a survey at a mall during the past 3 months.
- Not know anyone who had participated in the survey or have been told about the survey before being interviewed.
- Live in the area where the mall was located.
- If the adult usually wears contact lenses or eyeglasses when shopping, the adult had to have these with him/her.

41. At the end of the screening interview, eligible adults were told the following:

- “For the second part of this study, I would like to show you a box for a consumer product and ask you a few questions about it. To do this, I need to take you to our interviewing room. This will take only a few minutes, and in appreciation for your cooperation we will pay you \$5.”

42. Eligible adults who agreed to be interviewed were taken to the interviewing service's

facility at the mall where the questionnaire was administered.

### **C. Questionnaire and Survey Administration**

43. At the beginning of the interview, interviewers asked survey respondents to be seated and then said:

- “If you normally wear contact lenses or eyeglasses when you shop, please put them on now if you are not already wearing them.”
- “First, I would like to show you a box for an upright vacuum, and then I will ask you a few questions.”

44. Interviewers then placed one vacuum box in front of the respondent (either the *test box* or the *control box*), and they said:

- “Please look at this box the way you would if you were shopping for a vacuum. Take as long as you like and tell me when you are finished.”

45. After respondents indicated they were finished, interviewers gave them the following instruction:

- “Now, I would like to ask you a few questions. Before I begin, I would like to assure you that we only are interested in your opinions or beliefs. If you do not know the answer to a question or do not have an opinion, please say so.”

46. Interviewers then asked an open-ended question about the main messages communicated by the vacuum box. The first question was followed by a single probe. The question and probe were worded, as follows:

- “What, if anything, does this box mainly communicate to you about the vacuum sold in this box?”
- “Anything else?”

47. After survey respondents were asked to look at the entire box and to state the main messages communicated by it, interviewers instructed them to look at either the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*) of the vacuum box. Interviewers gave survey respondents the following instructions (and pointed to the relevant section on the box after each instruction):

- “Next, I would like you to look at the section of the box that begins with the blue statement (Clearly Cleaner) (Clearly Clean) and that has two boxes with white borders under this statement.”
- “Please look at the information in this section the way you would if you were shopping for a vacuum. Take as long as you like, and tell me when you are finished.”

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48. After survey respondents said they were finished, interviewers posed the second set of questions concerning what, if anything, the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*) communicated about how well the vacuum sold in the box cleans. This set of questions included the following items:

- “My next question is about the information in the section of the box I just showed you. The question has three answer choices.
- “Now with regard to the information in this section, do you think...
  - One, it does communicate something about how well the vacuum sold in this box cleans,
  - Two, it does not communicate anything about how well the vacuum sold in this box cleans, or
  - Three, do you have no opinion?”<sup>3</sup>
- (*IF THE RESPONDENT INDICATED IT DID COMMUNICATE SOMETHING*) “What does the information in this section communicate to you about how well the vacuum sold in this box cleans?”
- “Anything else?”

49. Those survey respondents who said the section of the box does communicate something about how well the vacuum sold in the box cleans were asked a third set of questions which included the following items:

- “Now another question with three answer choices. With regard to the information in this section, do you think...
  - One, it does communicate something about the percentage of dirt the vacuum sold in this box picks-up,
  - Two, it does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up, or
  - Three, do you have no opinion?”<sup>4</sup>
- (*IF THE RESPONDENT INDICATED IT DID COMMUNICATE SOMETHING*) “Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?”

50. The following materials were developed and used for the survey: Supervisor Instructions, Interviewer Instructions, Screening Forms, Questionnaires (for eligible adults), and Responses to General Questions. (Copies of these materials are included in Appendix B.) The

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Supervisor Instructions and Interviewer Instructions provided detailed information about how to administer the survey instruments. The Responses to General Questions provided background information about Field Research and included responses for anticipated questions. Before interviewing began, Field Research project staff reviewed each of the survey materials with local supervisors and interviewers during training sessions.

51. Approximately half the 561 face-to-face interviews for the Field Survey were conducted about each box (281 interviews for the *test box* and 280 interviews for the *control box*). Interviews for the mall survey were conducted by 69 professional interviewers between March 2 and March 19, 2009. The interviews for the survey were double-blind: neither the interviewers nor the survey respondents were told the name of the client, or that the survey was being conducted in connection with a potential dispute or adversarial proceeding.

52. Under my direction and supervision, research assistants, word processors, data entry staff, and programmers at Field Research processed the data from the completed questionnaires. After the data initially were entered in the computer, Field Research's project staff proofed the original questionnaires against computer printouts of verbatim responses to ensure that the data file was accurate. During data collection, survey respondents were asked their name and telephone number so that Field Research could independently verify their participation. Field Research was able to reach 348 (62%) of the eligible adults who participated in the survey by telephone within a week or so after they completed an interview and independently verify that they had participated in the survey.

#### **D. Characteristics of Survey Respondents**

53. As part of the Field Survey, respondents were recruited and interviewed in shopping malls. This survey approach allowed interviewers to show each of the Hoover Platinum Collection

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vacuum boxes to a nationwide representative sample of adults, and then ask a series of questions about the box. Marketing and advertising research often is conducted in this manner. The samples for the mall survey are not probability samples (*i.e.*, the probability of an adult being intercepted at a particular location in a particular mall is unknown). Therefore, quotas were set to ensure that they were representative of adults who are potential purchasers of upright vacuum cleaners that cost \$400 or more.

54. Table 1 compares the age and gender distribution for the following groups: the U.S. adult population based on U.S. Census data; potential purchasers of vacuum cleaners that cost \$400 or more based on the ORC telephone survey; and adults interviewed for the Field Survey in the *test group* and in the *control group*. As shown in Table 1, relative to the U.S. adult population, women represent a larger percentage of adults interviewed for the Field Survey. This is because women are more apt to be potential purchasers of upright vacuum cleaners that cost \$400 or more than men. As intended, relative to the U.S. adult population, a smaller percentage of adults in the Field Survey were age 50 and older. This is because potential purchasers of upright vacuum cleaners that cost \$400 or more tend to be slightly younger than the U.S. adult population.

**Table 1**  
**Comparison of Survey Respondents who Qualified for the Field Survey with Adults in the U.S. and Potential Purchasers of \$400+ Upright Vacuum Cleaners\***

	<u>U.S. Adult Population</u>	<u>Potential Purchasers of \$400+ Vacuums</u> (n = 77)	<u>Field Survey Test Group Respondents</u> (n = 281)	<u>Field Survey Control Group Respondents</u> (n = 280)
<b>Gender</b>				
Men	48%	36%	35%	35%
Women	52	64	65	65
<b>Age</b>				
18 to 34	30%	40%	35%	35%
35 to 49	28	24	31	30
50 and older	42	36	34	35

\* Data for the U.S. adult population were obtained from [www.census.gov](http://www.census.gov). Data for potential purchasers of \$400+ vacuum cleaners are based on the ORC telephone survey.

55. Table 2 compares the regional distribution for the following three groups: the U.S. population, adults interviewed for the Field Survey in the *test group* and in the *control group*. As shown in Table 2, the regional distribution for the three groups is similar.

<b>Region</b>	<b>U.S. Adult Population*</b>	<b>Field Survey Test Group Respondents (n = 281)</b>	<b>Field Survey Control Group Respondents (n = 280)</b>
Northeast	18%	21%	21%
South	37	36	36
Midwest	22	21	22
West	23	22	21

\* Based on U.S. Census data ([www.census.gov](http://www.census.gov)).

56. The interviews for the Field Survey were conducted according to accepted survey standards. Based on the overall design and execution of the Field Survey, it provides representative information concerning potential purchasers of upright vacuum cleaners that cost \$400 or more.

## **VIII. Findings**

57. In this section the results from the mall survey are described. Answers to the open-ended questions for each respondent are included in Appendices C through F for the *test group* and in Appendices G through J for the *control group*.

### **A. Main Messages Communicated by the Hoover Platinum Collection Box**

58. Table 3 summarizes responses to the following open-ended questions: "What, if anything, does this box mainly communicate to you about the vacuum sold in this box?" and "Anything else?" As shown in Table 3, respondents in both the *test group* and the *control group* gave a variety of different answers in response to these questions. As shown in Table 3,

approximately half (52%) of the survey respondents in the *test group* and in the *control group* commented on the fact that the vacuum was bagless. One-fifth or more of survey respondents in each group said the box mainly communicates the following (or words to this effect): the vacuum has a 6-year warranty or a warranty (32% for the *test group* and 28% for the *control group*); it removes more dirt, cleans well or picks-up a lot of dirt (31% for the *test group* and 28% for the *control group*); it has good suction (30% for the *test group* and 24% for the *control group*); and it is high quality, good, powerful, or durable (29% for each group).

**Table 3**  
**Messages Mainly Communicated by the Box\***

	<b>Test Group "Actual Box" (n = 281)</b>	<b>Control Group "Modified Box" (n = 280)</b>
It's bagless	52%	52%
Has a 6-year warranty, a warranty	32	28
Removes more dirt, cleans well, picks-up a lot of dirt	31	28
Removes more dirt	(22)	(20)
Cleans well	(9)	(7)
Picks-up 90%+ dirt	(<1)	(2)
It has good suction	30	24
High quality, good, powerful, durable	29	29
It's Cyclonic, Multi-Cyclonic, has good filtration	14	15
Cleans better/Is better than other vacuums	13	10
It's a Hoover/Platinum	13	17
Has a HEPA rating, keeps the air clean	12	9
It's upright	12	10
It has WindTunnel technology, multiple wind tunnels	11	15
Has a cleaning indicator	9	10
It removes or picks-up dirt	4	7
Misc. cleaning messages	4	4
Misc. other comments	22	24

\* Based on responses to Questions 6a/b. Percentages in each column sum to greater than 100% because some survey respondents gave more than one answer to Questions 6a/b.

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## B. Whether the Clearly Cleaner Section or the Clearly Clean Section Communicates Anything about *How Well the Vacuum Cleans*

59. After respondents stated the main messages communicated by the entire box, they were asked a closed-ended, filter question about the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*). The question asked whether the section of the box does or does not communicate anything about how well the vacuum sold in the box cleans (or whether the respondent did not have an opinion). As shown in Table 4, most survey respondents in the *test group* (90%) and the *control group* (84%) said the section of the box they were asked about does communicate something about this.

<b>Table 4</b>		
<b>Whether the Clearly Cleaner Section or the Clearly Clean Section Communicates Anything about How Well the Vacuum Cleans*</b>		
	<b>Test Group “Clearly Cleaner” (n = 281)</b>	<b>Control Group “Clearly Clean” (n = 280)</b>
It <u>does</u> communicate something about this	90%	84%
It <u>does not</u> communicate anything about this	6	10
Had no opinion	4	6

\* Based on responses to Question 8.

## C. What the Clearly Cleaner Section and the Clearly Clean Section Communicate about *How Well the Vacuum Cleans*

60. Those survey respondents who said that the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*) does communicate something about how well the vacuum sold in the box cleans in response to the closed-ended, filter question were asked the following open-ended questions: “What does the information in this section communicate to you about how well the vacuum sold in this box cleans?” and “Anything else?” As shown in Table 5, in response to these questions 39% of survey respondents in the *test group* said the Clearly Cleaner section of the box communicates that the vacuum cleans better or is better than other vacuums (or

words to this effect). Only 3% of survey respondents in the *control group* said the Clearly Clean section of the box communicates this (or words to this effect), a difference of 36 percentage points.

**Table 5**  
**What the Clearly Cleaner and Clearly Clean Sections Communicate about How Well the Vacuum Cleans\***

	<b>Test Group "Clearly Cleaner" (n = 281)</b>	<b>Control Group "Clearly Clean" (n = 280)</b>
Cleans better/Is better than other vacuums	39%	3%
Removes more dirt, cleans well, picks-up a lot of dirt	34 (18)	19 (4)
Removes more dirt		
Cleans well	(11)	(12)
Picks-up 90%+ dirt	(8)	(4)
Doesn't scatter dirt	25	57
It removes or picks-up dirt	8	35
Gives cleaning results you expect	<1	13
Cleans efficiently	20	8
High quality, good, powerful, durable	6	4
It's Cyclonic, Multi-Cyclonic, has good filtration	8	14
Uses WindTunnel Technology, multiple wind tunnels	9	14
It has good suction	5	7
Shows graphs, percentages, comparisons	11	0
Misc. other comments	16	15
Not applicable – Did <u>not</u> know or say whether the section communicates anything about how well the vacuum cleans	10	16

\* Based on responses to Questions 9a/b. Percentages in each column sum to greater than 100% because some survey respondents gave more than one answer to Questions 9a/b.

**D. Whether the Clearly Cleaner Section or the Clearly Clean Section Communicates Anything about the Percentage of Dirt the Vacuum Picks-Up**

61. Those survey respondents who said the Clearly Cleaner section or the Clearly Clean section of the box does communicate something about how well the vacuum sold in the box cleans in response to the first closed-ended, filter question were asked a second closed-ended, filter question. The second closed-ended, filter question asked whether the Clearly Cleaner section (for the *test group*) or the Clearly Clean section (for the *control group*) does or does not communicate anything about the percentage of dirt the vacuum sold in the box picks-up (or whether the respondent did not have an

opinion). As shown in Table 6, over two-thirds (68%) of survey respondents in the *test group* said that the Clearly Cleaner section of the box does communicate something about the percentage of dirt the vacuum picks-up. Only 16% of survey respondents in the *control group* said this about the Clearly Clean section of the box, a difference of 52 percentage points.

<b>Table 6</b>		
<b>Whether the Clearly Cleaner and Clearly Clean Sections Communicate Anything About The Percentage of Dirt the Vacuum Picks-Up*</b>		
	<b>Test Group “Clearly Cleaner” (n = 281)</b>	<b>Control Group “Clearly Clean” (n = 280)</b>
It <u>does</u> communicate something about this	68%	16%
It <u>does not</u> communicate anything about this	15	60
Had no opinion	7	8
Not applicable – Did <u>not</u> know or say whether the section communicates anything about how well the vacuum cleans	10	16

\* Based on responses to Question 10.

#### **E. What the Clearly Cleaner Section and Clearly Clean Section Communicate about the Percentage of Dirt the Vacuum Picks-Up**

62. Those survey respondents who said that the Clearly Cleaner section (for the *test group*) or Clearly Clean section (for the *control group*) does communicate something about the percentage of dirt the vacuum sold in the box picks-up in response to the second closed-ended, filter question were asked the following open-ended question: “Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?” As shown in Table 7, in response to this question, 61% of survey respondents in the *test group* said the Clearly Cleaner section communicates that the vacuum sold in the box picks-up 90% or more of the dirt. Only 11% of survey respondents in the *control group* said the Clearly Clean section of the box communicates this, a difference of 50 percentage points.

**Table 7**  
**What the Clearly Cleaner and the Clearly Clean Sections Communicate**  
**About the Percentage of Dirt the Vacuum Picks-Up\***

	<b>Test Group "Clearly Cleaner" (n = 281)</b>	<b>Control Group "Clearly Clean" (n = 280)</b>
Picks-Up 90%+ of the dirt	61%	11%
Picks-Up 90% to 99% of dirt (includes "almost 100%")	(36)	(6)
Picks-Up 100% of dirt	(26)	(4)
Picks-Up "all" dirt	(0)	(2)
Picks-Up 90%+ more than other vacuums	3	0
Miscellaneous other comments	5	6
Don't know or no opinion	<1	1
Not applicable – Did <u>not</u> say or know whether the section communicates anything about the percentage of dirt the vacuum picks-up	22	68
Not applicable – Did <u>not</u> say or know whether the section communicates anything about how well the vacuum cleans	10	16

\* Based on responses to Question 11. Responses sum to greater than 100% because some respondents gave a percentage and also made another comment.

## F. Overall Percentage Who Said the Vacuum Picks-Up 90%+ of Dirt

63. Table 8 summarizes the percentage who said the vacuum picks-up 90% or more of the dirt in response to the three sets of questions about the messages communicated by the box and the Clearly Cleaner section (for the *test group*) or the Cleary Clean section (for the *control group*). Altogether 62% of survey respondents in the *test group* said the box or the Clearly Cleaner section communicates that the vacuum picks-up 90% or more of the dirt. Only 16% of survey respondents in the *control group* said the box or the Clearly Clean section communicates this, a difference of 46 percentage points.

**Table 8****Overall Percentage Who Said the Box or the Clearly Cleaner/ Clean Section Communicates the Vacuum Picks-Up 90%+ of the Dirt\***

	<u>Test Group "Clearly Cleaner"</u> (n = 281)	<u>Control Group "Clearly Clean"</u> (n = 280)
Said the vacuum picks-up 90%+ of the dirt in response to one or more questions	62%	16%
Picks-Up 90% to 99% of dirt (includes "almost 100%")	(36)	(6)
Picks-Up 100% of dirt	(26)	(4)
Picks-Up "all" dirt	(2)	(7)
Did not say picks-up 90%+ of the dirt in response to any question	38	84

\* Based on responses to Questions 6a/b, 9a/b, and 11. Percentages sum to greater than 100% because some respondents mentioned more than one percentage.

## **G. Percentage of Respondents Who Said the Vacuum Picks-Up 90%+ of the Dirt, by Demographic Characteristics**

64. Table 9 shows the overall percentage of respondents in the *test group* who said the vacuum picks-up 90% or more of the dirt, by their demographic characteristics. As shown in Table 9, regardless of their age or gender, 61% or more of survey respondents in the *test group* said that the box or the Clearly Cleaner section of the box communicates that the Hoover Platinum Collection upright vacuum picks-up 90% or more of the dirt.

**Table 9****Overall Percentage in the Test Group Who Said the Box or the Clearly Cleaner Section Communicates the Vacuum Picks-Up 90%+ of the Dirt, by Demographic Characteristics\***

	<u>Test Group "Clearly Cleaner"</u>
<b>Overall (n = 281)</b>	62%
<b>Gender</b>	
Men (n = 99)	65
Women (n = 182)	61
<b>Age</b>	
18 to 34 (n = 98)	62
35 to 49 (n = 86)	63
50 or older (n = 97)	62

\* Based on responses to Questions 6a/b, 9a/b, and 11.

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## IX. Conclusions

65. The interviews for the Field Survey were conducted according to accepted survey standards. Based on the overall design and execution of the Field Survey, it provides representative information concerning potential purchasers of upright vacuum cleaners that cost \$400 or more.

66. In the *test group*, 68% of survey respondents said that the Clearly Cleaner section does communicate something about the percentage of dirt the Hoover Platinum Collection upright vacuum picks-up. The comparable percentage for the *control group* (the group shown the box with the Clearly Clean section) was 16%, a difference of 52 percentage points.

67. In the *test group*, 62% of survey respondents said that the box or the Clearly Cleaner section of the box communicates that the Hoover Platinum Collection upright vacuum picks-up 90% or more of the dirt. The comparable percentage for the *control group* (the group shown the box with the Clearly Clean section) was 16%, a difference of 46 percentage points.

68. The Field Survey demonstrates that 46% of potential purchasers of \$400+ upright vacuums are likely to believe that Hoover Platinum Collection upright vacuums pick-up 90% or more of the dirt based on the box with the Clearly Cleaner section (and not based on preexisting beliefs, guessing or other sources of “noise”).

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed this 3rd day of April 2009 at San Francisco, California.



E. Deborah Jay, Ph.D.

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## ENDNOTES

- 1 Three persons who did not qualify for the survey were inadvertently interviewed (two of the ineligible survey respondents were interviewed about the *test box* and one about the *control box*). Because these persons were ineligible, their responses were not included in the survey analyses.
- 2 Opinion Research Center (ORC) is a survey research firm (with offices in Princeton, New Jersey) and a member of the Council of American Survey Research Organizations (CASRO). The following two questions were included in the ORC telephone survey for purposes of determining sampling quotas for the mall survey conducted by Field Research: “During the next 12 months, do you think that your household will buy any of the following items... an upright vacuum cleaner than costs \$400 or more?” and (if yes) “During the next 12 months, will you or will someone else mainly decide which brand of vacuum cleaner to buy for your household?” To be considered a potential purchaser of \$400+ upright vacuum cleaners, an adult had to answer that his/her household would buy a \$400+ upright vacuum cleaner in the next 12 months and that he/she would mainly decide (either by himself/herself or with someone else) which brand of vacuum cleaner to buy for his/her household.

The interviews for the ORC telephone survey were conducted in February 2009. The telephone survey included 77 adults who said that their household was likely to purchase an upright vacuum cleaner that cost \$400 or more in the next 12 months, and that they would mainly decide (either by themselves or with someone else) which brand of vacuum cleaner to buy for their household.

- 3 For half the survey respondents, the response categories for this question were read in the order described. For the other half of survey respondents the categories were read in the following order:
  - “My next question is about the information in the section of the box I just showed you. The question has three answer choices. Now with regard to the information in this section, do you think...
    - One, it does not communicate anything about how well the vacuum sold in this box cleans,
    - Two, it does communicate something about how well the vacuum sold in this box cleans, or
    - Three, do you have no opinion?”

4 For half the survey respondents, the response categories for this question were read in the order described. For the other half of survey respondents the response categories for this question were read in the following order:

- “Now another question with three answer choices. With regard to the information in this section, do you think...
  - One, it does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up,
  - Two, it does communicate something about the percentage of dirt the vacuum sold in this box picks-up, or
  - Three, do you have no opinion?”

## **Appendix A**

**E. Deborah Jay, Ph.D.**  
**Publicly Released Technical Reports, Conference**  
**Papers/Presentations, and Publications Since 1999**  
**(Author or Coauthor)**

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## Appendix A

### **E. Deborah Jay, Ph.D. Publicly Released Technical Reports, Conference Papers/Presentations, and Publications Since 1999 (Author or Coauthor)**

Author or coauthor of numerous proprietary reports.

“Survey Evidence in Trademark and Other Intellectual Property Disputes.” Presentation for a seminar and roundtable hosted by Graham and Dunn for the International Trademark Association. (Seattle, January 2009.)

“Litigation Surveys.” In Encyclopedia of Survey Research Methods, edited by Paul J. Lavrakas. Volume 1. (Thousand Oaks, CA: Sage Publications, 2008.)

“Wine, Women and Song: Use of Survey Evidence in the Gallo, Princess Diana, and Napster Cases.” Presentation to the San Francisco Intellectual Property Law Association. (San Francisco, December 2006.)

“Improving the Representativeness of RDD Telephone Surveys by Accounting for Recent Cell Phone-Only Households.” Presentation at the PAPOR 2005 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (San Francisco, December 2005.)

“Litigation Surveys.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 1. (Westport, CT: Greenwood Press, 2005.)

“Survey Ethics.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 2. (Westport, CT: Greenwood Press, 2005.)

“Taking the Public’s Pulse: Surveys Then and Now.” Keynote Address at the 2004 Marketing and Public Policy Conference sponsored by the American Marketing Association. (Salt Lake City, May 2004.)

“Dilution Surveys: Design and Analysis Issues.” Presentation to The Barristers Club of San Francisco Intellectual Property Section. (San Francisco, June 2003.)

“AAPOR Prepares New Statement Condemning Push Polls.” AAPOR News. (Spring 2003.)

“Survey Evidence in Court: What It Takes to Get Through the Gate.” Presentation at the annual conference of the American Association for Public Opinion Research. (Nashville, May 2003.)

“Polling Hewlett-Packard Employees Regarding the HP-Compaq Marriage Proposal: Speak Now or Forever Hold Your Peace.” Presentation at the PAPOR 2002 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Asilomar, December 2002.)

“Admissibility and Standards for Legal Surveys.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)

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“The Cat and Canary: Napster In Court.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)

“Fifth Annual Los Angeles County Giving and Volunteering Survey.” Report prepared for the California Community Foundation. (Field Research Corp., November 2001.)

“AAPOR’s Final Disposition Codes: A Work in Progress.” Presentation at the PAPOR 2001 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Asilomar, October 2001.)

“Courting Opinions: Surveys for Litigation.” Presentation at the annual conference of the American Association for Public Opinion Research. (Montreal, May 2001.)

“Surveys in Unfair Competition Cases.” Presentation at the Basics of Trademark Litigation Forum sponsored by the International Trademark Association. (Washington D.C., February 2001.)

“City of Menlo Park: 2001 Community Attitude Survey.” Prepared for the City of Menlo Park, Office of the City Manager. (Field Research Corp., 2001.)

“Word from the Past Chair.” CASRO Comments. (Council of American Survey Research Organizations, Vol. 22, Number 1, 2000.)

“Uses and Abuses of Internet Research: A Call to Action.” Presentation at the PAPOR 2000 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Monterey, November 2000.)

“Surveys as Scientific Evidence.” Presentation at the Forensics Research Conference sponsored by the Council of American Survey Research Organizations. (New York, February 2000.)

“1999: The Polls, Critical Events, and CASRO’s Response.” Presentation at the annual conference of the Council of American Survey Research Organizations. (Charleston, November 1999.)

“Surveys as Scientific Testimony.” Presentation at the 1999 Field Institute Workshop. (San Francisco, October, 1999.)

“New Technology: Implications for the Survey Industry.” Opening address at the Technology Conference sponsored by the Council of American Survey Research Organizations. (New York, June 1999.)

“Word from the Chair.” CASRO Comments. (Council of American Survey Research Organizations, Vol. 21, Numbers 1-5, 1999.)

“1999 Sacramento Regional Philanthropy Survey.” Prepared for the Sacramento Regional Foundation. (Field Research Corp., 1999.)

“1999 Berkeley Community Survey.” Prepared for the City of Berkeley, Office of the City Manager. (Field Research Corp., 1999.)

“1999 Tri-Valley Community Survey.” Prepared for The Tri-Valley Business Council. (Field Research Corp., 1999.)

## Appendix B

### Survey Materials

- Instructions and Screener (Both Boxes)
  - Supervisor Instructions
  - Interviewer Instructions
  - Responses to General Questions
  - Screener
- Questionnaire - Version A (Test Box)
  - Version A1
  - Version A2
- Questionnaire - Version B (Control Box)
  - Version B1
  - Version B2
- Photographs
  - Test Box
  - Control Box

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**– Supervisor Instructions –**

***Overview***

Field Research Corporation is conducting a nationwide consumer survey about a box for an upright vacuum cleaner. Interviewers will administer a screening form to a representative sample of adults age 18 and older at your mall to identify whether they are eligible for the survey. To be eligible, an adult must satisfy the following criteria: (a) think that his/her household will buy an upright vacuum cleaner that costs \$400 or more during the next 12 months and (b) be the person who will mainly decide (either by himself/herself or with someone else) which upright vacuum cleaner to buy during the next 12 months. The adult also must satisfy a variety of other eligibility criteria.

Adults will be screened for eligibility at the mall, and eligible survey respondents will be taken to an interviewing room where they will be shown one box for an upright vacuum cleaner and then asked a series of questions. Eligible survey respondents who complete the survey will be given a \$5 token of appreciation.

***Interviewer Training and Identification Numbers***

We would like you to assign four to five interviewers to the project. A Field Research staff member will review each of the survey materials with the supervisors and the interviewers assigned to the project before interviewing begins. All supervisors and interviewers must participate in a briefing session conducted by a Field Research staff member before working on this project. Field Research will schedule more than one training session if necessary to accommodate the schedule of staff working at your mall (*e.g.*, if different staff work on weekends).

You have been provided with a Master Staffing List. Before the training session(s), please have each staff member (including both supervisors and interviewers) assigned to the project print his/her name on this form and then sign it. We would like you to fax the Master Staffing List to Field Research at (415) 434-2541 before the training session.

Supervisors and interviewers should use the 4-digit identification number listed next to their name on your mall's Master Staffing List. For quality assurance purposes, supervisors and interviewers must record their 4-digit identification number on each questionnaire that they complete or review.

***Data Collection Period and Interviewer Quotas***

Interviewing will begin immediately after the training is completed and will be conducted over the next several days. Interviews should be conducted on different days and at different times of the day, with most of the interviews being conducted in the evenings or weekends. Each interviewer assigned to the project should complete a similar number of interviews with eligible survey respondents (*i.e.*, we want each interviewer to complete 4 to 5 interviews for this study).

### ***Screening for Eligibility***

A representative sample of adults at your mall will be screened for eligibility. You will be provided with quotas for men and women in each of the following age groups: 18 to 34, 35 to 49, and 50 or older. Interviewers should approach and screen adults in a systematic manner (*e.g.*, either every adult or every nth one) until each quota has been filled. When an interviewer approaches a group of shoppers, the interviewer should only screen and qualify one adult in the group for the survey. If an adult has been screened for another survey being conducted at your mall, he/she is not eligible for this survey. Also, if an adult lives in the same household as another adult who was interviewed for this survey, he/she is not eligible to be interviewed.

Interviewers should use one form for each adult they screen (*i.e.*, they should not reuse screening forms). All completed screening forms (including those for adults who do not qualify for the survey) will be sent to Field Research.

Send all completed interviews to Field Research, even if an interviewer completes more than the targeted number of interviews for the study or more interviews are completed in a specific age/gender group than specified on the Quota Sheet/Transmittal Form.

### ***Screener and Questionnaire Administration***

You have been provided with screening forms (for interviewers to use to determine whether an adult is eligible for the survey), questionnaires (for eligible adults), and a box for an upright vacuum cleaner that you will be showing to eligible respondents.

Before administering interviews, the interviewers will need to make sure they have a questionnaire and the box for the upright vacuum cleaner that they will be showing to the survey respondent. Interviewers also will need pens, as all responses are to be recorded in ink.

Interviewer instructions are capitalized and printed in *italics* on the screening form and questionnaire. You should monitor interviewers to ensure they follow these instructions carefully. Interviewers should not read italicized words to the survey respondent. They should read each question in the screening form and questionnaire exactly as written and allow the survey respondent as much time as he or she needs to answer before proceeding to the next question. Interviewers should not change the wording of any question, and they should ask only the questions included on the screening form and questionnaire. Interviewers should not probe for additional answers except when instructed to do so in the questionnaire (*e.g.*, when the questionnaire instructs the interviewer to ask for "Anything else?").

Interviewers should not interpret specific items or instructions in the screening form and questionnaire. If asked to do so, the interviewer should indicate that he/she does not want to bias sample members' responses in any way. The interviewer may offer to reread a question and ask the survey respondent to use his/her best judgment. If the interviewer repeats a question, he/she should repeat the entire question.

We have anticipated some general questions about the survey and have provided standard responses which supervisors and interviewers can read when answering survey respondents' questions. Supervisors and interviewers should not attempt to answer any other questions about the survey.

### ***Recording Answers***

Interviewers must use an ink pen to record answers on the screening form and questionnaire. Interviewers should record a respondent's entire answer. Interviewers should always record a survey respondent's exact words and not omit any words or part of a respondent's answer. If necessary, an interviewer may ask a respondent to repeat his/her entire answer to ensure that the answer was accurately recorded.

Interviewers must not paraphrase or use abbreviations when recording answers. For example, a survey respondent may say "No, nothing else" when asked the question "Anything else?" If this occurs, the interviewer should record the survey respondent's exact words (*e.g.*, they should not write "nfi" to indicate no further information). Interviewers should use proper punctuation and capitalization when recording verbatim answers. However, they should not use parentheses when recording a survey respondent's verbatim answers. If an error is made, a supervisor or interviewer may cross something out with a single line, but nothing may be erased or "whited out."

### ***Supervision and Supervisor Quality Control***

A supervisor must be on-site during all interviews and there should be ongoing monitoring throughout the study to ensure that the screening forms and questionnaires are administered according to the Interviewer Instructions and the instructions in the survey instruments. An on-site supervisor should review completed screening forms and questionnaires to ensure the following:

- (a) Each screening form is completed in ink, and attached to the front of the questionnaire, if one has been completed;
- (b) All applicable items in the screening form and questionnaire, if one has been completed, were asked and the answers were accurately recorded;
- (c) Each adult who was screened and interviewed is eligible based on the answers in the screening form;
- (d) All answers in the screening forms and questionnaires were recorded completely and legibly in ink; and,
- (e) The interviewer signed the questionnaire.

After the on-site supervisor has completed his/her review and ensured that the interview was conducted properly, he/she should sign the last page of the questionnaire.

### ***Verification***

We are requesting a telephone number from each survey respondent for verification purposes, and we would like a supervisor to verify that this is a working telephone number. Pager numbers are not acceptable. For quality control purposes, Field Research will attempt to contact by telephone all adults interviewed to confirm their participation.

We would like all survey respondents to sign our Receipt List and provide the on-site supervisor with identification so that you may verify their age and gender when you give them their \$5 token of appreciation. (You also may have a receipt form but we still need our form filled out.) If the survey respondent refuses to provide a telephone number, we would like you to photocopy the ID provided and send it to Field Research along with the Receipt List.

### ***Confidentiality***

Survey respondents' answers should be kept confidential at all times. After verification calls have been completed, Field Research will remove personal identifiers (survey respondent names and contact information) from the questionnaires.

### ***Shipping Instructions***

Completed questionnaires with screening forms attached to the front should be returned on a daily basis (Monday through Saturday) using Federal Express Priority Overnight Service (delivery by 10 a.m.). The package should be sent to:

Dr. E. Deborah Jay  
 2009 Consumer Survey  
 Field Research Corporation,  
 601 California Street, Suite 900  
 San Francisco, CA 94108  
 Tel: (415) 392-5763

- **FedEx** – You will be provided with Field Research's Fed Ex number at training. Indicate that the Fed Ex charges should be billed to the recipient. It is important that you are familiar with the time of your Fed Ex pickup (including Saturday's pickup time). All screening forms and questionnaires completed up to an hour before pickup time should be reviewed and signed by the supervisor, and be ready for shipment at pickup time. If all completed questionnaires are not ready by pickup time, give the ones that are ready to the pickup person, and take the others to the Fed Ex office nearest your mall by the cutoff time for packages going to California.
- **Weekends** – Check the "Saturday Delivery" and "Priority Overnight" options for packages sent on Friday. Send packages on Saturday for Monday morning delivery by 10 a.m. ("Priority Overnight").
- **Items to Include in the Daily Mailing** – Include the following materials in the daily shipments: (a) a copy of the Quota Sheet/Transmittal Form, (b) questionnaires (with the screening form attached to the front) for eligible survey respondents, (c) screening forms for ineligible survey respondents, (d) a photocopy of the Receipt List, and (e) an updated copy of the Master Staffing List if any supervisors or interviewers were added to the project.
- **The Final Mailing** – After you have been notified by Field Research that the study is completed, prepare a final mailing. The final mailing should include (a) any remaining screening forms for ineligible survey respondents, (b) any screening forms and questionnaires for eligible survey respondents, (c) the original Receipt List, (d) the original Master Staffing List, (e) the box for the upright vacuum cleaner, and (f) ALL other survey materials including unused screening forms, questionnaires, and copies of instructions. The box for the upright vacuum cleaner should be returned in the shipping box we sent you.

### ***Questions***

If a supervisor or interviewer has any questions or problems, you should contact Dr. Deborah Jay, the project director for this study, at (415) 392-5763.

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**– Interviewer Instructions –**

***Overview***

Field Research Corporation is conducting a nationwide consumer survey about a box for an upright vacuum cleaner. You will administer a screening form to a representative sample of adults age 18 and older at your mall to identify whether they are eligible for the survey. To be eligible, an adult must satisfy the following criteria: (a) think that his/her household will buy an upright vacuum cleaner that costs \$400 or more during the next 12 months and (b) be the person who will mainly decide (either by himself/herself or with someone else) which upright vacuum cleaner to buy during the next 12 months. The adult also must satisfy a variety of other eligibility criteria.

Adults will be screened for eligibility at the mall, and eligible survey respondents will be taken to an interviewing room where they will be shown one box for an upright vacuum cleaner and then asked a series of questions. Eligible survey respondents who complete the survey will be given a \$5 token of appreciation.

***Interviewer Training and Identification Numbers***

A Field Research staff member will review each of the survey materials with you before interviewing begins. You must participate in a briefing session conducted by a Field Research staff member before working on this project.

Before the training session, be sure to print your name on your mall's Master Staffing List and then sign it. Your 4-digit identification number will be listed next to your name on this list. For quality assurance purposes, you must record your 4-digit identification number on each questionnaire that you administer.

***Screening for Eligibility and Conducting Interviews***

A representative sample of adults age 18 and older at your mall will be screened for eligibility. Your local supervisor has been provided with quotas for men and women in each of the following age groups: 18 to 34, 35 to 49, and 50 or older.

- **Approaching Adults** – You should approach and screen adults in a systematic manner (e.g., either every adult or every nth adult) until each age/gender quota group is filled. If you approach a group of shoppers, you should only screen and qualify one adult in the group for the survey. You should screen an adult only once. For example, if the adult has been screened for another study, he/she is not eligible for this one. Also, if an adult lives in the same household as another adult who was interviewed for this survey, he/she is not eligible to be interviewed.
- **Screening Forms** – Use one form for each adult you screen and do not reuse screening forms. All completed screening forms (including those for adults who do not qualify for the survey) will be sent to Field Research via Federal Express every day.

- **Interviewing Hours and Interviewer Quotas** – Your local supervisor will assign you your interviewing hours. Interviews will be conducted on different days and at different times of the day, with most of the interviews being conducted in the evenings or weekends. A supervisor must be on-site during all interviews. We have requested that each interviewer assigned to the project complete a similar number of interviews with eligible survey respondents (*i.e.*, we want each interviewer to complete 4 to 5 interviews for this study). Give all completed interviews to your supervisor, even if you inadvertently complete more than the targeted number of interviews overall or for a particular age/gender group.

### ***Screener and Questionnaire Administration***

Your supervisor has been provided with screening forms (for you to use to determine whether an adult is eligible for the survey), questionnaires (for eligible adults), and a box for an upright vacuum cleaner that you will be showing eligible respondents.

Before administering interviews, you will need to make sure that you have a questionnaire and the box for the upright vacuum cleaner that you will be showing to the survey respondent. You also will need a pen, as all responses are to be recorded in ink.

Interviewer instructions are capitalized and printed in *italics* on the screening form and questionnaire. Follow these instructions carefully. Do not read italicized words to the survey respondent. Read each question in the screening form and questionnaire exactly as written and allow the survey respondent as much time as he or she needs to answer before proceeding to the next question. Do not change the wording of any question, and ask only the questions included on the screening form and questionnaire. Do not “probe” for additional answers except when instructed to do so in the questionnaire (*e.g.*, when the questionnaire instructs you to ask for “Anything else?”).

You should not interpret specific items or instructions in the screening form or questionnaire. If asked to do so, you should indicate that you do not want to bias sample members' responses in any way. You may offer to reread a question and ask the survey respondent to use his/her best judgment. If you repeat a question, be sure to repeat the entire question.

We have anticipated some general questions about the survey and have provided standard responses that you can read when answering survey respondents' questions. You should not attempt to answer any other questions about the survey.

### ***Recording Answers***

Use a pen to record answers on the screening form and questionnaire. Be sure that you record a respondent's entire answer. Always record a survey respondent's exact words and do not omit any words or part of a respondent's answer. If necessary, you may ask a respondent to repeat his/her entire answer to ensure that you have recorded it accurately.

Do not paraphrase or use abbreviations when recording answers. For example, a survey respondent may say “No, nothing else” when asked the question “Anything else?” If this occurs, record the survey respondent's exact words (*e.g.*, do not write “nfi” to indicate no further information). Use proper punctuation and capitalization when recording verbatim answers. However, do not use parentheses when you record a survey respondent's answers. If you make an error, you may cross something out with a single line, but do not erase or “white out” anything.

***Interviewer Responsibilities At the End of Each Interview***

At the end of each interview, review the screening form and questionnaire to ensure the following: (a) all applicable questions in the screening form and questionnaire were asked, (b) the adult who was interviewed is eligible for the survey based on his/her answers to the screening form, and (c) all answers in the questionnaire were recorded accurately and legibly in ink.

After you have reviewed the questionnaire, sign and date it. After you have signed the questionnaire, attach the screening form to the front of it and give these materials to an on-site supervisor to review and sign.

***Verification***

We are requesting a telephone number from each survey respondent for verification purposes, and we would like a supervisor to verify that this is a working telephone number. Do not accept a pager number. For quality control purposes, Field Research will attempt to contact by telephone all adults interviewed to confirm their participation.

We would like all survey respondents to sign our Receipt List and provide the on-site supervisor with identification so that he/she may verify their age and gender when they are given their \$5 token of appreciation. (You also may have a receipt form but we still need our form filled out.) If the survey respondent refuses to provide a telephone number, the supervisor will photocopy the respondent's ID and send it to Field Research along with the Receipt List.

***Confidentiality***

Survey respondents' answers should be kept confidential at all times. After verification calls have been completed, Field Research will remove personal identifiers (respondent names and contact information) from the questionnaires.

***Quality Control***

You will be monitored throughout data collection to ensure that you follow the survey instructions, properly administer the screening form and the questionnaire, and record answers completely and accurately. If you have any questions or problems, contact your supervisor immediately and he/she will contact Dr. Deborah Jay.

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY  
- RESPONSES TO GENERAL QUESTIONS-**

***What is Field Research Corporation?***

Founded in 1945 by Mervin Field, Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California that conducts surveys for private corporations, nonprofit organizations, and government agencies.

***Why are you conducting this survey?***

This is strictly a consumer survey, and respondent identities will be confidential. We are not selling anything. To begin, we want to ask you a few questions about purchases of various consumer products.

***How many people are you interviewing?***

We are conducting interviews with several hundred adults throughout the United States.

***How long will this take?***

The length of the survey will depend on your answers. We anticipate that it will take about 10 minutes. Why don't we get started?

***Can I get more information about this study?***

This is all the information I have. However, if you would like I can have Dr. Deborah Jay, Field Research's project director, call you. Alternatively, you can use Field Research Corporation's toll-free number to call her at 1-800-234-0340.

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
– Screener –

**INTERVIEWER INSTRUCTIONS: PLEASE READ EACH QUESTION EXACTLY AS WRITTEN AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. USE INK TO RECORD RESPONSES. YOU MAY CROSS SOMETHING OUT, BUT DO NOT ERASE ANYTHING.**

Hello, I'm \_\_\_\_\_. Field Research Corporation, a public opinion and marketing research firm, is conducting a consumer survey. For this survey, we would like to ask you a few questions. We are not selling anything. This is strictly a confidential survey, and if you do not know the answer to a question or do not have an opinion, please say so.

S1. Before I begin, I need to make sure that I am getting a representative sample of adults. Could you please tell me your age... (READ CATEGORIES IF NECESSARY) (CIRCLE ONE NUMBER)

END INTERVIEW/INELIGIBLE	Under age 18 .....	1
ASK S2	Age 18 to 34 .....	2
ASK S2	Age 35 to 49 .....	3
ASK S2	Age 50 or older.....	4

S2. RECORD GENDER (CIRCLE ONE NUMBER):

Male.....	1
Female .....	2

S3. CHECK AGE/GENDER QUOTA (CIRCLE ONE NUMBER)

END INTERVIEW/INELIGIBLE	Quota filled.....	1
ASK S4	Quota not filled.....	2

S4. During the next 12 months, do you think that your household will buy any of the following items? (READ LIST AND CIRCLE ONE NUMBER FOR EACH)

	YES	NO	DK
a. An air purifier that costs \$50 or more .....	1 .....	2 .....	9
b. An outdoor barbecue that costs \$100 or more.....	1 .....	2 .....	9
c. A microwave oven that costs \$200 or more .....	1 .....	2 .....	9
d. An upright vacuum cleaner that costs \$400 or more .....	1 .....	2 .....	9
e. A dishwasher that costs \$900 or more.....	1 .....	2 .....	9

**IF S4d = YES, CONTINUE TO S5; OTHERWISE, END INTERVIEW (INELIGIBLE).**

S5. During the next 12 months, will you or will someone else mainly decide which upright vacuum cleaner to buy for your household? (CIRCLE ONE NUMBER)

ASK S6	Respondent will decide .....	1
END INTERVIEW/INELIGIBLE	Someone else will decide .....	2
ASK S6	Both .....	3
END INTERVIEW/INELIGIBLE	Don't know.....	9

S6. Do you or does anyone in your household: (READ LIST AND CIRCLE ONE NUMBER FOR EACH)?

	YES	NO
a. Work at this mall .....	1	2
b. Work for a company that makes or sells upright vacuum cleaners.....	1	2
c. Work in advertising research or marketing research .....	1	2

**IF S6a, b AND c = NO, CONTINUE TO S7. OTHERWISE, END INTERVIEW (INELIGIBLE).**

S7. During the past 3 months, have you participated in a survey at a mall? (CIRCLE ONE NUMBER)

END INTERVIEW/INELIGIBLE	Yes.....	1
ASK S8	No .....	2

S8. Do you know anyone who has participated in this survey or did anyone tell you about this survey before now? (CIRCLE ONE NUMBER)

END INTERVIEW/INELIGIBLE	Yes.....	1
ASK S9	No .....	2

S9. Do you live in this area or are you visiting from somewhere else? (CIRCLE ONE NUMBER)

ASK S10	Lives in this area .....	1
END INTERVIEW/INELIGIBLE	Visiting from somewhere else.....	2

S10. When you shop, do you usually wear contact lenses or eyeglasses?

(IF YES, ASK:) Do you have the contact lenses or eyeglasses with you that you usually wear when you shop? (CIRCLE ONE NUMBER)

ASK S11	Does <u>not</u> wear contacts/glasses.....	1
END INTERVIEW/INELIGIBLE	Wears contacts/glasses <u>and</u> has them .....	2
	Wears contacts/glasses but does <u>not</u> have them .....	3

S11. For the second part of this study, I would like to show you a box for a consumer product and ask you a few questions about it. To do this, I need to take you to our interviewing room. This will take only a few minutes, and in appreciation for your cooperation we will pay you \$5. (CIRCLE ONE NUMBER)

TAKE RESPONDENT TO INTERVIEWING AREA	Respondent agreed .....	1
END INTERVIEW/REFUSAL	Respondent refused .....	9

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**- QUESTIONNAIRE A1 -**

**INTERVIEWER INSTRUCTIONS: PLEASE READ EACH QUESTION EXACTLY AS WRITTEN AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. USE INK TO RECORD RESPONSES. YOU MAY CROSS SOMETHING OUT, BUT DO NOT ERASE ANYTHING.**

Q1. Please be seated. If you normally wear contact lenses or eyeglasses when you shop, please put them on now if you are not already wearing them. (PAUSE.) (CHECK BOX.)

I read Q1 and paused.....

Q2. First, I would like to show you a box for an upright vacuum, and then I will ask you a few questions. (PAUSE.) (CHECK BOX.)

I read Q2 and paused.....

Q3. *PLACE VACUUM BOX IN FRONT OF THE RESPONDENT.* (PAUSE.) (CHECK BOX.)

I confirm that I placed the vacuum box in front of the respondent .....

Q4. Please look at this box the way you would if you were shopping for a vacuum. Take as long as you like and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q4 and waited until the respondent said he/she was finished.....

Q5. Now, I would like to ask you a few questions. Before I begin, I would like to assure you that we only are interested in your opinions or beliefs. If you do not know the answer to a question or do not have an opinion, please say so. (PAUSE.) (CHECK BOX.)

I read Q5 and paused.....

Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q6b. Anything else? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q7. Next, I would like you to look at the section of the box that begins with the blue statement "Clearly Cleaner" and that has two boxes with white borders under this statement. (PAUSE.) (POINT TO SECTION ON BOX.)

Please look at the information in this section the way you would if you were shopping for a vacuum. (POINT TO SECTION ON BOX AGAIN.) Take as long as you like, and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q7 and waited until the respondent said  
he/she was finished .....

Q8. My next question is about the information in the section of the box I just showed you. The question has three answer choices. Now with regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

ASK Q9a — [One, It does communicate something about how well the vacuum sold in this box cleans, .....

Two, It does not communicate anything about how well the vacuum sold in this box cleans, or .....

Three, Do you have no opinion? .....

GO TO Q101 →  
ON PAGE 5

Q9a. What does the information in this section communicate to you about how well the vacuum sold in this box cleans? (RECORD RESPONDENT'S EXACT WORDS.)

Q9b. Anything else? (RECORD RESPONDENT'S EXACT WORDS.)

***IMPORTANT! INTERVIEWER CHECKPOINT!***

- ***IF Q8 = "DOES COMMUNICATE SOMETHING ABOUT HOW WELL THE VACUUM SOLD IN THIS BOX CLEANS," ASK Q10.***
- ***OTHERWISE, GO TO Q101 ON PAGE 5.***

Q10. Now another question with three answer choices. With regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

ASK Q11

- One, It does communicate something about the percentage of dirt the vacuum sold in this box picks-up, .....
- Two, It does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up, or .....
- Three, Do you have no opinion? .....

GO TO Q101 →  
ON PAGE 5 →

Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up? (RECORD RESPONDENT'S EXACT WORDS.)

**BACKGROUND INFORMATION:**

Q101. Now, I would just like to verify your age... Are you... (*READ CATEGORIES AND CIRCLE ONE NUMBER*)?

Age 18 to 34 .....	2
Age 35 to 49 .....	3
Age 50 or older .....	4

Q102. *RECORD GENDER:*

Male .....	1
Female .....	2

**VERIFICATION INFORMATION:**

Q103. Would you please tell me what your telephone number is? A Field Research supervisor will call you in the next week or so to verify that you participated in this interview and that you received your \$5. Other than that, nobody will contact you.

a. Telephone number? *HOME* (\_\_\_\_\_) \_\_\_\_\_  
 (NO PAGERS) *AREA CODE*

*CELL* (\_\_\_\_\_) \_\_\_\_\_  
 AREA CODE

b. And your name please? \_\_\_\_\_  
 (PRINT) *FIRST NAME* *LAST NAME*

c. And the city and state where  
 you live? *CITY* *STATE*

d. Respondent signature: \_\_\_\_\_

e. Those are all my questions. Thank you very much.

**CERTIFICATION:**104. *RECORD DATE OF INTERVIEW:* \_\_\_\_\_

105. I hereby certify that the information contained in this questionnaire is a true and accurate record of this respondent's comments as they were given to me.

*INTERVIEWER ID #**INTERVIEWER SIGNATURE**DATE****NOW HAND THE COMPLETED SCREENER AND QUESTIONNAIRE TO YOUR ON-SITE SUPERVISOR  
TO COMPLETE Q106 BELOW.*****ON-SITE SUPERVISOR:**

106. I hereby certify that I have:

- a. *REVIEWED THE SCREENER AND QUESTIONNAIRE FOR COMPLETENESS* .....
- b. *CHECKED THE RESPONDENT'S ID FOR AGE AND GENDER* .....
- c. *HANDED THE RESPONDENT A \$5 TOKEN OF APPRECIATION* .....
- d. *HAD THE RESPONDENT SIGN THE FIELD RESEARCH RECEIPT LIST* .....
- e. *ENSURED THAT THE INTERVIEWER HAS FILLED OUT AND SIGNED Q104-Q105* .....
- f. *ATTACHED THE SCREENER TO THE FRONT OF THE QUESTIONNAIRE* .....

*SUPERVISOR ID #**SUPERVISOR SIGNATURE**DATE*

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**- QUESTIONNAIRE A2 -**

**INTERVIEWER INSTRUCTIONS: PLEASE READ EACH QUESTION EXACTLY AS WRITTEN AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. USE INK TO RECORD RESPONSES. YOU MAY CROSS SOMETHING OUT, BUT DO NOT ERASE ANYTHING.**

Q1. Please be seated. If you normally wear contact lenses or eyeglasses when you shop, please put them on now if you are not already wearing them. (PAUSE.) (CHECK BOX.)

I read Q1 and paused.....

Q2. First, I would like to show you a box for an upright vacuum, and then I will ask you a few questions. (PAUSE.) (CHECK BOX.)

I read Q2 and paused.....

Q3. *PLACE VACUUM BOX IN FRONT OF THE RESPONDENT.* (PAUSE.) (CHECK BOX.)

I confirm that I placed the vacuum box in front of the respondent .....

Q4. Please look at this box the way you would if you were shopping for a vacuum. Take as long as you like and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q4 and waited until the respondent said he/she was finished.....

Q5. Now, I would like to ask you a few questions. Before I begin, I would like to assure you that we only are interested in your opinions or beliefs. If you do not know the answer to a question or do not have an opinion, please say so. (PAUSE.) (CHECK BOX.)

I read Q5 and paused.....

Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q6b. Anything else? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q7. Next, I would like you to look at the section of the box that begins with the blue statement "Clearly Cleaner" and that has two boxes with white borders under this statement. (PAUSE.) (POINT TO SECTION ON BOX.)

Please look at the information in this section the way you would if you were shopping for a vacuum. (POINT TO SECTION ON BOX AGAIN.) Take as long as you like, and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q7 and waited until the respondent said  
he/she was finished .....  □

Q8. My next question is about the information in the section of the box I just showed you. The question has three answer choices. Now with regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

One, It does not communicate anything about how well the vacuum sold in this box cleans, .....  □ **GO TO Q101** →  
ON PAGE 5

ASK Q9a — [Two, It does communicate something about how well the vacuum sold in this box cleans, or .....  □

Three, Do you have no opinion? .....  □ **GO TO Q101** →  
ON PAGE 5

Q9a. What does the information in this section communicate to you about how well the vacuum sold in this box cleans? (RECORD RESPONDENT'S EXACT WORDS.)

Q9b. Anything else? (RECORD RESPONDENT'S EXACT WORDS.)

***IMPORTANT! INTERVIEWER CHECKPOINT!***

- ***IF Q8 = "DOES COMMUNICATE SOMETHING ABOUT HOW WELL THE VACUUM SOLD IN THIS BOX CLEANS," ASK Q10.***
- ***OTHERWISE, GO TO Q101 ON PAGE 5.***

Q10. Now another question with three answer choices. With regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

One, It does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up,.....  ***GO TO Q101*** →  
***ON PAGE 5***

ASK Q11 — [Two, It does communicate something about the percentage of dirt the vacuum sold in this box picks-up, or .....   
Three, Do you have no opinion?.....  ***GO TO Q101*** →  
***ON PAGE 5***

Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up? (RECORD RESPONDENT'S EXACT WORDS.)

## ***BACKGROUND INFORMATION:***

Q101. Now, I would just like to verify your age... Are you... (READ CATEGORIES AND CIRCLE ONE NUMBER)?

Age 18 to 34 ..... 2  
Age 35 to 49 ..... 3  
Age 50 or older ..... 4

Q102. *RECORD GENDER:*

Male ..... 1  
Female ..... 2

**VERIFICATION INFORMATION:**

Q103. Would you please tell me what your telephone number is? A Field Research supervisor will call you in the next week or so to verify that you participated in this interview and that you received your \$5. Other than that, nobody will contact you.

a. Telephone number? *HOME* ( \_\_\_\_\_ ) \_\_\_\_\_  
(*NO PAGERS*) *AREA CODE*

b. And your name please?  
(PRINT) \_\_\_\_\_ *FIRST NAME* \_\_\_\_\_ *LAST NAME*

(PRINT) *FIRST NAME* *LAST NAME*

c. And the city and state where \_\_\_\_\_  
you live? CITY STATE

d. Respondent signature:

e. Those are all my questions. Thank you very much.

**CERTIFICATION:**104. *RECORD DATE OF INTERVIEW:* \_\_\_\_\_

105. I hereby certify that the information contained in this questionnaire is a true and accurate record of this respondent's comments as they were given to me.

*INTERVIEWER ID #**INTERVIEWER SIGNATURE**DATE****NOW HAND THE COMPLETED SCREENER AND QUESTIONNAIRE TO YOUR ON-SITE SUPERVISOR  
TO COMPLETE Q106 BELOW.*****ON-SITE SUPERVISOR:**

106. I hereby certify that I have:

- a. *REVIEWED THE SCREENER AND QUESTIONNAIRE FOR COMPLETENESS* .....
- b. *CHECKED THE RESPONDENT'S ID FOR AGE AND GENDER* .....
- c. *HANDED THE RESPONDENT A \$5 TOKEN OF APPRECIATION* .....
- d. *HAD THE RESPONDENT SIGN THE FIELD RESEARCH RECEIPT LIST* .....
- e. *ENSURED THAT THE INTERVIEWER HAS FILLED OUT AND SIGNED Q104-Q105* .....
- f. *ATTACHED THE SCREENER TO THE FRONT OF THE QUESTIONNAIRE* .....

*SUPERVISOR ID #**SUPERVISOR SIGNATURE**DATE*

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**- QUESTIONNAIRE B1 -**

**INTERVIEWER INSTRUCTIONS: PLEASE READ EACH QUESTION EXACTLY AS WRITTEN AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. USE INK TO RECORD RESPONSES. YOU MAY CROSS SOMETHING OUT, BUT DO NOT ERASE ANYTHING.**

Q1. Please be seated. If you normally wear contact lenses or eyeglasses when you shop, please put them on now if you are not already wearing them. (PAUSE.) (CHECK BOX.)

I read Q1 and paused.....

Q2. First, I would like to show you a box for an upright vacuum, and then I will ask you a few questions. (PAUSE.) (CHECK BOX.)

I read Q2 and paused.....

Q3. *PLACE VACUUM BOX IN FRONT OF THE RESPONDENT.* (PAUSE.) (CHECK BOX.)

I confirm that I placed the vacuum box in front of the respondent .....

Q4. Please look at this box the way you would if you were shopping for a vacuum. Take as long as you like and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q4 and waited until the respondent said he/she was finished.....

Q5. Now, I would like to ask you a few questions. Before I begin, I would like to assure you that we only are interested in your opinions or beliefs. If you do not know the answer to a question or do not have an opinion, please say so. (PAUSE.) (CHECK BOX.)

I read Q5 and paused.....

Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q6b. Anything else? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q7. Next, I would like you to look at the section of the box that begins with the blue statement "Clearly Clean" and that has two boxes with white borders under this statement. (PAUSE.) (POINT TO SECTION ON BOX.)

Please look at the information in this section the way you would if you were shopping for a vacuum. (POINT TO SECTION ON BOX AGAIN.) Take as long as you like, and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q7 and waited until the respondent said  
he/she was finished .....

Q8. My next question is about the information in the section of the box I just showed you. The question has three answer choices. Now with regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

ASK Q9a — [One, It does communicate something about how well the vacuum sold in this box cleans, .....

Two, It does not communicate anything about how well the vacuum sold in this box cleans, or .....

Three, Do you have no opinion? .....

GO TO Q101 →  
ON PAGE 5

Q9a. What does the information in this section communicate to you about how well the vacuum sold in this box cleans? (RECORD RESPONDENT'S EXACT WORDS.)

Q9b. Anything else? (RECORD RESPONDENT'S EXACT WORDS.)

***IMPORTANT! INTERVIEWER CHECKPOINT!***

- ***IF Q8 = "DOES COMMUNICATE SOMETHING ABOUT HOW WELL THE VACUUM SOLD IN THIS BOX CLEANS," ASK Q10.***
- ***OTHERWISE, GO TO Q101 ON PAGE 5.***

Q10. Now another question with three answer choices. With regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

— **ASK Q11** —

- One, It does communicate something about the percentage of dirt the vacuum sold in this box picks-up, .....
- Two, It does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up, or .....
- Three, Do you have no opinion? .....

→ **GO TO Q101**  
**ON PAGE 5**

Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up? (RECORD RESPONDENT'S EXACT WORDS.)

**BACKGROUND INFORMATION:**

Q101. Now, I would just like to verify your age... Are you... (*READ CATEGORIES AND CIRCLE ONE NUMBER*)?

Age 18 to 34 .....	2
Age 35 to 49 .....	3
Age 50 or older .....	4

Q102. *RECORD GENDER:*

Male .....	1
Female .....	2

**VERIFICATION INFORMATION:**

Q103. Would you please tell me what your telephone number is? A Field Research supervisor will call you in the next week or so to verify that you participated in this interview and that you received your \$5. Other than that, nobody will contact you.

a. Telephone number? *HOME* (\_\_\_\_\_) \_\_\_\_\_  
 (NO PAGERS) *AREA CODE*

*CELL* (\_\_\_\_\_) \_\_\_\_\_  
 AREA CODE

b. And your name please? \_\_\_\_\_  
 (PRINT) *FIRST NAME* *LAST NAME*

c. And the city and state where  
 you live? *CITY* *STATE*

d. Respondent signature: \_\_\_\_\_

e. Those are all my questions. Thank you very much.

**CERTIFICATION:**104. *RECORD DATE OF INTERVIEW:* \_\_\_\_\_

105. I hereby certify that the information contained in this questionnaire is a true and accurate record of this respondent's comments as they were given to me.

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- c. *HANDED THE RESPONDENT A \$5 TOKEN OF APPRECIATION* .....
- d. *HAD THE RESPONDENT SIGN THE FIELD RESEARCH RECEIPT LIST* .....
- e. *ENSURED THAT THE INTERVIEWER HAS FILLED OUT AND SIGNED Q104-Q105* .....
- f. *ATTACHED THE SCREENER TO THE FRONT OF THE QUESTIONNAIRE* .....

*SUPERVISOR ID #**SUPERVISOR SIGNATURE**DATE*

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**- QUESTIONNAIRE B2 -**

**INTERVIEWER INSTRUCTIONS: PLEASE READ EACH QUESTION EXACTLY AS WRITTEN AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. USE INK TO RECORD RESPONSES. YOU MAY CROSS SOMETHING OUT, BUT DO NOT ERASE ANYTHING.**

Q1. Please be seated. If you normally wear contact lenses or eyeglasses when you shop, please put them on now if you are not already wearing them. (PAUSE.) (CHECK BOX.)

I read Q1 and paused.....

Q2. First, I would like to show you a box for an upright vacuum, and then I will ask you a few questions. (PAUSE.) (CHECK BOX.)

I read Q2 and paused.....

Q3. *PLACE VACUUM BOX IN FRONT OF THE RESPONDENT.* (PAUSE.) (CHECK BOX.)

I confirm that I placed the vacuum box in front of the respondent .....

Q4. Please look at this box the way you would if you were shopping for a vacuum. Take as long as you like and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q4 and waited until the respondent said he/she was finished.....

Q5. Now, I would like to ask you a few questions. Before I begin, I would like to assure you that we only are interested in your opinions or beliefs. If you do not know the answer to a question or do not have an opinion, please say so. (PAUSE.) (CHECK BOX.)

I read Q5 and paused.....

Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q6b. Anything else? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q7. Next, I would like you to look at the section of the box that begins with the blue statement "Clearly Clean" and that has two boxes with white borders under this statement. (PAUSE.) (POINT TO SECTION ON BOX.)

Please look at the information in this section the way you would if you were shopping for a vacuum. (POINT TO SECTION ON BOX AGAIN.) Take as long as you like, and tell me when you are finished. (PAUSE.) (CHECK BOX.)

I read Q7 and waited until the respondent said  
he/she was finished .....  □

Q8. My next question is about the information in the section of the box I just showed you. The question has three answer choices. Now with regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

One, It does not communicate anything about how well the vacuum sold in this box cleans, .....  □ **GO TO Q101** →  
ON PAGE 5

ASK Q9a — [Two, It does communicate something about how well the vacuum sold in this box cleans, or .....  □

Three, Do you have no opinion? .....  □ **GO TO Q101** →  
ON PAGE 5

Q9a. What does the information in this section communicate to you about how well the vacuum sold in this box cleans? (RECORD RESPONDENT'S EXACT WORDS.)

Q9b. Anything else? (RECORD RESPONDENT'S EXACT WORDS.)

***IMPORTANT! INTERVIEWER CHECKPOINT!***

- ***IF Q8 = "DOES COMMUNICATE SOMETHING ABOUT HOW WELL THE VACUUM SOLD IN THIS BOX CLEANS," ASK Q10.***
- ***OTHERWISE, GO TO Q101 ON PAGE 5.***

Q10. Now another question with three answer choices. With regard to the information in this section, do you think... (READ CATEGORIES, CHECK ONE BOX)

One, It does not communicate anything about the percentage of dirt the vacuum sold in this box picks-up,.....  ***GO TO Q101*** →  
***ON PAGE 5***

ASK Q11 — [Two, It does communicate something about the percentage of dirt the vacuum sold in this box picks-up, or .....   
Three, Do you have no opinion?.....  ***GO TO Q101*** →  
***ON PAGE 5***

Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up? (RECORD RESPONDENT'S EXACT WORDS.)

**BACKGROUND INFORMATION:**

Q101. Now, I would just like to verify your age... Are you... (*READ CATEGORIES AND CIRCLE ONE NUMBER*)?

Age 18 to 34 .....	2
Age 35 to 49 .....	3
Age 50 or older .....	4

Q102. *RECORD GENDER:*

Male .....	1
Female .....	2

**VERIFICATION INFORMATION:**

Q103. Would you please tell me what your telephone number is? A Field Research supervisor will call you in the next week or so to verify that you participated in this interview and that you received your \$5. Other than that, nobody will contact you.

a. Telephone number? *HOME* (\_\_\_\_\_) \_\_\_\_\_  
 (NO PAGERS) *AREA CODE*

*CELL* (\_\_\_\_\_) \_\_\_\_\_  
 AREA CODE

b. And your name please? \_\_\_\_\_  
 (PRINT) *FIRST NAME* *LAST NAME*

c. And the city and state where  
 you live? *CITY* *STATE*

d. Respondent signature: \_\_\_\_\_

e. Those are all my questions. Thank you very much.

**CERTIFICATION:**104. *RECORD DATE OF INTERVIEW:* \_\_\_\_\_

105. I hereby certify that the information contained in this questionnaire is a true and accurate record of this respondent's comments as they were given to me.

*INTERVIEWER ID #**INTERVIEWER SIGNATURE**DATE****NOW HAND THE COMPLETED SCREENER AND QUESTIONNAIRE TO YOUR ON-SITE SUPERVISOR  
TO COMPLETE Q106 BELOW.*****ON-SITE SUPERVISOR:**

106. I hereby certify that I have:

- a. *REVIEWED THE SCREENER AND QUESTIONNAIRE FOR COMPLETENESS* .....
- b. *CHECKED THE RESPONDENT'S ID FOR AGE AND GENDER* .....
- c. *HANDED THE RESPONDENT A \$5 TOKEN OF APPRECIATION* .....
- d. *HAD THE RESPONDENT SIGN THE FIELD RESEARCH RECEIPT LIST* .....
- e. *ENSURED THAT THE INTERVIEWER HAS FILLED OUT AND SIGNED Q104-Q105* .....
- f. *ATTACHED THE SCREENER TO THE FRONT OF THE QUESTIONNAIRE* .....

*SUPERVISOR ID #**SUPERVISOR SIGNATURE**DATE*

Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
**– Section of Box Referred to in Q7-Q11 –**  
**(Version A)**





**CLEARLY CLEANER**

**COMPETITIVE COMPARISON**



In one pass\*, the Hoover Platinum Collection™ Cyclonic Bagless Upright utilizes WindTunnel® Technology and Multi-Cyclonic filtration to remove more dirt without scattering or pushing dirt back into your carpet. Efficiently achieve the clean results you expect in fewer passes.

\*One pass defined as one push forward and one pull backwards over the same path.

**DIRT REMOVAL RATING\***

CLEANING EFFECTIVENESS INDEX	HOOVER PLATINUM COLLECTION™ CYCLONIC BAGLESS UPRIGHT	COMPETITOR #1	COMPETITOR #2
100	100	80	80
95	95	75	75
90	90	70	70
85	85	65	65
80	80	60	60
75	75	55	55
70	70	50	50
65	65		
60	60		
55	55		
50	50		

\*Per ASTM F468 Standard Test Method for Evaluation of Carpet Embedded Dirt Removal Effectiveness. The images depicted in the Competitive Comparison Chart do not represent the competitors 1 and 2 from the Dirt Removal Rating Chart.

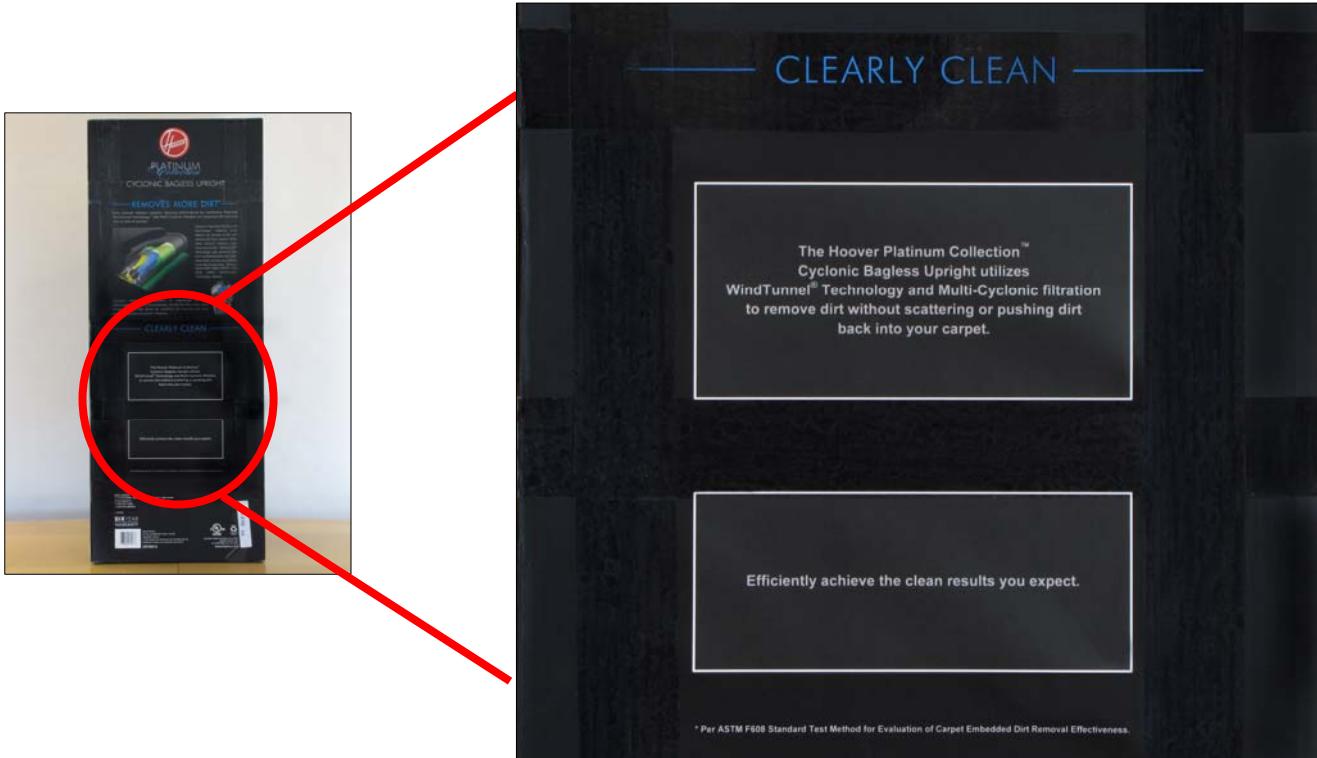
**THIS PAPER IS FOR TRAINING PURPOSES ONLY.**  
**DURING THE SURVEY, SHOW THE RESPONDENT**  
**THE ACTUAL UPRIGHT VACUUM CLEANER BOX.**  
**DO NOT SHOW THIS PAGE TO THE RESPONDENT.**



Field Research Corporation  
San Francisco, CA

676-001

**2009 CONSUMER SURVEY**  
– Section of Box Referred to in Q7-Q11 –  
(Version B)



**THIS PAPER IS FOR TRAINING PURPOSES ONLY.**  
**DURING THE SURVEY, SHOW THE RESPONDENT  
THE ACTUAL UPRIGHT VACUUM CLEANER BOX.  
DO NOT SHOW THIS PAGE TO THE RESPONDENT.**



## Appendix C

### Responses to Questions 6a/b: *Test Group*

*Base: All Respondents*

*Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box?*

*Q6b. Anything else?*

ID	Q6a.	Q6b.
01001	It's a Cyclonic bagless upright.	No loss of suction.
01002	It removes more dirt, does not lose its suction, and has a six-year warranty.	It's bagless and leaves the air clean.
01003	Looks like a good piece of equipment. It's bagless.	That's pretty much it.
01004	It would be an up-to-date, very modern vacuum cleaner.	It's high tech. It would be easy to use.
01005	It's a Hoover bagless vacuum cleaner.	No.
01006	It's bagless, which is a treat for me. It makes it easier.	Cool-looking box. The young yuppies will like it.
01007	It's bagless.	No.
01008	Removes more dirt.	Bagless.
01009	That it's a good looking vacuum. It removes a lot of dirt, basically 100% of the dirt.	It has a six-year warranty.
01010	It is a wind tunnel bagless upright.	No.
01011	It's bagless.	It removes more dirt from the carpet than other vacuums.
01012	That it's bagless and it's upright.	No loss of suction.
01013	The vacuum looks sharp and dynamic.	That it's a bagless vacuum.
01014	Picks-up a lot of dirt.	It will last for a long time.
01015	I don't know. It's a bagless upright.	It cleans the floor better.
01016	It looks like it's very sleek, very modern. It looks like it'll be powerful. It will get the job done.	I like that it says it's bagless and it's upright. That means less work for me.
01017	It removes more dirt than other vacuums.	It has no loss of suction because it has a great filter.
01018	It uses WindTunnel Technology.	It will remove a lot of dirt with a six-year warranty.
01019	This vacuum is unique and high tech, different from others.	No, that's all.
01020	That it's a bagless.	It looks lightweight.
01021	It's bagless, it has really good suction.	No, ma'am.
01022	It's fancy.	Good brand and looks modern.
01023	That it is bagless. It's supposed to do a good job of picking up dirt. It has an indicator that goes from dirty to clean, tells that the carpet is clean.	It has a six-year warranty that sounds good to me.

ID	Q6a.	Q6b.
01024	It's platinum, as top of the line.	The design is top of the line, and the light, so you can vacuum at night.
01025	It has an embedded DirtFINDER.	More intuitive controls.
01026	It's superior because it cleans more dirt in less time.	Cleaner filter for more dirt removal.
01027	Removes more dirt.	Has a six-year warranty.
01028	It detects if the floor is clean.	It doesn't lose suction.
01029	It has a good warranty.	Best in class.
01030	It removes more dirt.	There is no loss of suction.
01031	It looks like a good vacuum, and sounds like it would work well.	Not that comes to mind.
01032	That it picks-up dirt better than other vacuums.	No.
01033	The vacuum is a Cyclonic bagless upright.	It has patented WindTunnel Technology.
01034	It doesn't have bags in it.	It's a new technology and removes more dirt.
01035	Removes more dirt than other vacuums.	Six-year warranty, and built very well, and is bagless.
01036	That it's bagless. I like that. That it has the three wind tunnels. And that it's HEPA.	That it's upright, and the suction seems to be good.
01037	It removes more dirt than other vacuum cleaners.	It's bagless.
01038	This is a bagless upright vacuum.	Claims it removes more dirt.
01039	It picks-up more dirt, and it's a bagless vacuum.	It has a six-year warranty.
01040	That the vacuum is bagless and lightweight.	It has good suction power.
01041	Removes more dirt with no suction loss.	Has a six-year warranty.
01042	That it removes more dirt than other brands. That it's a bagless, upright vacuum. It has a good Cyclonic filtration system.	That's all.
01043	Removes more dirt.	That it is bagless.
01044	It is a high-tech vacuum cleaner.	No.
01045	That there is no loss of suction, and it removes more dirt than others.	That is the main thing that caught my eye.

ID	Q6a.	Q6b.
01046	The first thing that I saw that I was impressed with is that it's a Hoover. I've had Hoovers. My brother bought me a box that wasn't a Hoover once and I didn't even have the right screws to put it together. Hoover is engineered considerably better.	No loss of suction. Six-year warranty and lifetime warranty on the filter.
01047	It doesn't lose suction.	It uses high technology.
01048	No loss of suction.	It's bagless.
01049	That Hoover is a very good brand.	That is about it.
01050	That it removes dirt, and it won't lose suction.	It has a six-year warranty and it is bagless.
01051	It's got better suction, so much better cleaning.	No.
01052	That it is like a wind tunnel.	It removes more dirt with no loss of suction.
01053	That you don't need a filter.	That it doesn't put dirt back into the air.
01054	It's high technology and doesn't need any bags. It removes more dirt.	There are three tubes that filter the dirt instead of one on a regular vacuum.
01055	That it's a bagless upright.	It's a Hoover. That it says Platinum Collection.
01056	That there is no loss of suction.	That it is better than other vacuums. It is a very good, premium vacuum.
01057	That it removes more dirt and there is no loss of suction.	It has a six-year warranty and embedded DirtFINDER.
01058	That it is good quality.	That it is better than other vacuums.
01059	It's a new technology, a bagless vacuum.	A six-year warranty.
01060	Cleaner air. No loss of suction.	It's like a Dyson. It has the wind tunnel thing.
01061	It's bagless and powerful.	It's a luxury vacuum.
01062	It really cleans well.	It's easy to use.
01063	It looks like a sturdy vacuum.	It looks like a high-performance vacuum. The shape of it looks strong and reliable. That it would clean well.
01064	It's an upright, and it's bagless.	It has a HEPA filter with a lifetime warranty.

ID	Q6a.	Q6b.
01065	It has a six-year warranty.	The dirty-clean light signal thing.
01066	That it picks-up more dirt, has more power to it, and has an air filter.	It does have an air filter which I like, thus no fussing with bags. It's also stylish.
01067	It does not look like any other kind of vacuum cleaner I've seen before.	The Multi-Cyclonic Filtration system picture caught my eye.
01068	That it's got a pretty good filter system. Pretty good brush movement, and it's bagless.	Pretty heavy duty.
01069	It removes more dirt.	No loss of suction, and has a six-year warranty.
01070	It's bagless.	It removes more dirt, and has a six-year warranty.
01071	It's bagless and it's a Hoover.	It has WindTunnel Technology.
01072	It's a Cyclonic bagless upright.	It has a lifetime filter.
01073	That it is the best in its class.	Six-year warranty.
01074	It picks-up more dirt than most vacuums.	The EDF appeals to me and makes me comfortable with the quality of the vacuum. Hoover backs up their product with a six-year warranty. The air will be cleaner using this vacuum.
01075	WindTunnel, Cyclonic, no loss of suction.	That's it.
01076	That it's bagless, it's upright, and it has a six-year warranty on it.	No.
01077	It says it delivers superior cleaning power.	It doesn't lose suction.
01078	It's a Cyclonic bagless cleaner. There is a six-year warranty.	It claims to trap 99.97% of dirt, dust and pollens.
01079	That it's a Hoover. It removes dirt. Also, it's cleaner than most vacuums.	It removes more dirt. The vacuum also tells you it's bagless.
01080	It shows you what it does and how to use it. It gives you a good idea of how it looks.	No.
01081	That it picks-up the most amount of dirt.	It's easy to use.
01082	It's bagless. No loss of suction. Six-year warranty.	I like that it lets you know when it's time for your next cleaning.
01083	It removes more dirt, has no loss of suction, and has a six-year warranty.	No.
01084	That it removes more dirt because it does not lose suction.	No, nothing.

ID	Q6a.	Q6b.
01085	It is bagless and is better for the air.	The filter system is better and removes more dirt.
01086	It's a very modern vacuum that tells you when your floor is still dirty or clean.	It has superior air filter systems that keep the vacuum working like new, because it does not get clogged.
01087	No loss of suction.	No.
01088	It has no loss of suction, so it provides the deepest cleaning.	Doesn't need a vacuum bag.
01089	Some of the main features, and has a six-year warranty.	It is bagless.
01090	It is a pretty strong quality vacuum cleaner.	It has a pretty good warranty.
01091	It's a vacuum cleaner that will beat out other vacuum cleaners currently available.	It's easy to use. It's bagless.
01092	It picks-up dirt better.	You never have to replace the filter.
01093	It's a Hoover Platinum Collection WindTunnel.	It's got a warranty of six years. It's a bagless computer.
01094	That it is doing something to clean the air and clean your carpets with no loss of suction.	It has some type of filter combination of what it does. Again, keeps the air cleaner, and it's easy to clean. It obviously has a different technology than the usual vacuum cleaners.
01095	There is a six-year warranty. Cyclonic filtration. Has a lifetime filter.	It traps 99.97% of dirt.
01096	It's a Hoover Platinum Collection.	It is bagless.
01097	It's a WindTunnel, Cyclonic, bagless upright.	It has a six-year warranty.
01098	It picks-up more dirt.	It's a lot better than the competitors.
01099	It's a Cyclonic bagless upright.	It has good suction.
01100	It's a bagless upright vacuum cleaner.	It's a Hoover, and it has a six-year warranty.
01101	It has a lot of suction.	The bottom is wide, so it covers a wider area.
01102	That it's lightweight. That it's bagless. Six-year warranty.	No.
01103	It has WindTunnel Technology.	It picks-up more dirt.
01104	It would be small.	It has a HEPA filter.

ID	Q6a.	Q6b.
01105	It's a nice vacuum.	It says what it's going to do on the box.
01106	That it would be a top-of-the-line product for vacuums.	No.
01107	It is effective. A good quality vacuum.	Not really.
01108	It is bagless and has a six-year warranty.	It picks-up more dirt without losing any suction.
01109	It doesn't lose any suction.	No.
01110	Two things. One, it has a six-year warranty, and two, no loss of suction. Because of those two things.	No.
01111	It traps 99.97% dust and pollens.	It has a high dirt removal rating.
01112	Removes more dirt.	No loss of suction.
01113	Six-year warranty.	Picks-up a lot more dirt than the other vacuums.
01114	No loss of suction.	The overall design of the vacuum.
01115	It's bagless.	Well, it says, removes more dirt. That would be a plus.
01116	It says everywhere, it removes more dirt.	Nope.
01117	I think it's a good self-explanatory box. I like that it's bagless. And Hoover is a really good brand.	I like the design of the vacuum cleaner. It looks really light.
01118	It is bagless, which is a money saver. It has a six-year warranty.	It compares, and says that you clean it once and you don't have to go over it.
01119	It is a good vacuum.	It looks good and has a light.
01120	It's very powerful.	No.
01121	That it's a superior dirt removal machine.	It has warranties. It's bagless, which is good. It's got very good controls.
01122	That it is an upright vacuum with suction. Hoover is a very good brand.	Nothing.
01123	It's a bagless upright vacuum that is able to remove more dirt.	It has the best warranty in its class.
01124	It removes more dirt, bagless.	Platinum Collection, so must be top-of-the-line.
01125	It's bagless.	Nothing.

ID	Q6a.	Q6b.
01126	That it cleans really well. It has advanced technology.	It indicates when it is dirty. A light comes on to show this.
01127	It has a six-year warranty.	There is no loss of suction, so it picks-up the dirt.
01128	It has a six-year warranty.	Good suction to pick up dirt.
01129	It tells you when it is dirty or clean.	That it is bagless.
01130	It has an embedded DirtFINDER, meaning they can get the smallest particles of dirt up.	The light turns green when the carpet is clean. There is suction all of the time. It has a HEPA filter and controls dirt, dust and pollen.
01131	It looks like it's really well-made. It has three tubes for the dirt, and will not lose suction. No dirt flipping out the sides. It looks really well built, and has indicators that tell you if all the dirt is sucked out of the section you are cleaning.	It's really nice care, and has a six-year warranty.
01132	WindTunnel Technology. Removes dirt.	Best in class. Platinum Collection.
01133	That it's a good dirt picker-upper since it removes more dirt than the standard vacuum.	The filtration of it is good for the air.
01134	Catches more dirt than the average vacuum cleaner.	No.
01135	It tells me it has greater statistics than all the others out there.	Very flashy.
01136	It's Cyclonic, and bagless.	The filtration. No loss of suction.
01137	It's an upright vacuum.	It is bagless.
01138	That it removes more dirt. There is no loss of suction.	It's bagless and has a six-year warranty.
01139	It does not have a bag.	Has a HEPA filter.
01140	Removes more dirt.	It has a six-year warranty.
01141	That it's a better vacuum.	It's portable and bagless, upright and has a warranty, a six-year warranty.
01142	It looks like it sucks up some really good dirt.	No.
01143	Six-year warranty. Removes more dirt. And bagless, that's a good one. We spend a lot of money on bags.	The light. I like the light.
01144	That it's got good suction to it. No bags.	Nice design.
01145	The big label of upright bagless brand Hoover. No loss of suction, six-year warranty, and it's bagless.	That's it.

ID	Q6a.	Q6b.
01146	That it is a high powered vacuum cleaner, with a 3-tunnel suction system. It has HEPA filters.	Electron dust sensors. It also comes with attachments. It also has a lifetime guarantee on HEPA filters. It's also bagless and comes with six years guaranteed.
01147	Bagless and deep-cleaning.	Does not scatter or spread the dirt around.
01148	It's bagless and guaranteed for life.	Its wind tunnel.
01149	That it's WindTunnel Cyclonic filtration and has a six-year warranty.	Bagless.
01150	The word Platinum attracts me, and it is more expensive.	It looks modern, like it's going to do the job. It has a six-year warranty.
01151	That it removes more dirt.	It's from Hoover and it has more suction. No loss of suction.
01152	It has a very clear description of the vacuum and it's by Hoover.	It removes dirt and does not lose its suction, and has a good warranty.
01153	It has a clean suck-up filter. Will not put stuff back into the air.	It's easy to operate.
01154	It's not bad at all. It sucks good. It's clean. Cleaner air. It's everything a consumer would look for. It's bagless.	Not really. I like the six-year warranty.
01155	It's made by Hoover.	It's bagless.
01156	It's bagless.	It has a six-year warranty.
01157	It's a pretty good vacuum. It doesn't lose suction.	No.
01158	It's bagless. It seems to be able to suck up a lot of dirt. Cyclonic means it's powerful. There is to be a six-year warranty on it. It's phenomenal.	No. It's got the great Hoover name.
01159	That it is bagless and has a six-year warranty.	No.
01160	It has a six-year warranty.	No loss of suction.
01161	This is a high-class vacuum cleaner.	It looks like it actually works and does its job.
01162	It will work better than other vacuums for a longer time.	It gives a deeper clean.
01163	It's bagless and removes more dirt.	There is no loss of suction.
01164	That it has wind technology.	Six-year warranty.

ID	Q6a.	Q6b.
01165	To me the box makes me think it is a good vacuum.	Not necessarily, but the presentation is professional because of the colors and the writing.
01166	That it's a good vacuum. It doesn't have a bag.	And it cleans very well.
01167	It's bagless.	It removes more dirt.
01168	It's high-tech. Very sturdy.	Powerful.
01169	It is more powerful.	It has a high dirt removal rating.
01170	The vacuum looks powerful, because there's no loss of suction.	It also has a six-year warranty.
01171	I saw the clean air. That's good. It's bagless.	That's all.
01172	It's bagless. It looks good.	Top-of-the-line vacuum cleaner.
01173	It just tells me it's a vacuum. It doesn't tell you the volume or the power, which is what I'd be most interested in. I don't see the weight. It's nice to have a weight if you have a multi-level house.	It gets a little cumbersome to move stuff up and down.
01174	That it removes more dirt.	Because they say platinum. I would think it was an expensive one.
01175	It's bagless.	It's Cyclonic.
01176	That it has no loss of suction and that you get cleaner air.	Nothing.
01177	It was good and you don't need a bag.	It has a light on it.
01178	It does not leave behind too much trash. It purified the air.	It has a six-year warranty. An imbedded DirtFINDER.
01179	It's bagless.	It's better than a bagged one. There's no loss of suction.
01180	It is an upright vacuum cleaner that does not use a bag.	It has a nice warranty on it.
01181	It's a nice sweeper.	It's bagless. Made by Hoover.
01182	That it's bagless.	It lets you know when to wash the filter.
01183	That it picks-up more dirt than others and has a nice style to it.	High quality.
01184	You can actually see it intaking the dirt, and see how full it is without opening it.	It removes more dirt and has a six-year warranty.
01185	That it removes more dirt.	That it has no loss of suction.
01186	It's powerful.	It's sturdy. It will last a long time.

ID	Q6a.	Q6b.
01187	No loss of suction.	Cleaner air.
01188	That it is a lot like a Dyson.	It has a HEPA filter, and the design is more high-end.
01189	It has a superior cleaning system.	It has a system that makes sure that it picks-up the dirt and prevents it from scattering.
01190	It is bagless.	It removes more dirt than other brands.
01191	It is a Cyclonic bagless upright.	It has a six-year warranty.
01192	It's Cyclonic.	No loss of suction.
01193	It's effective for cleaning up dirt.	No.
01194	It's a WindTunnel sweeper.	No bags.
01195	That this is a bagless vacuum that does not lose suction because it has a filter system that does not clog.	It removes more dirt than other vacuums.
01196	That this vacuum removes more dirt and there's no loss of suction.	That the vacuum is bagless too.
01197	It's a bagless upright.	I noticed that it has the Cyclonic feature.
01198	It's a lightweight vacuum cleaner that is bagless.	There will be no loss of suction.
01199	It picks-up dirt better than other vacuums.	It doesn't lose any suction like other vacuums.
01200	The amount of functions that are unlimited.	The filter seems better than most, and it's bagless, which is awesome for allergies.
01201	That it cleans better than the competitors. It is bagless with a filter. The feature with the button that tells you if your rug is clean or dirty.	I like the controls on the handle, and the six-year warranty is great.
01202	It has a sonic reader. It tells you when there is dirt there and when it is gone.	It is easy to maintain. It does not get weak when it gets full.
01203	It is more advanced in cleaning your house carpets than other brands of vacuums.	It's a Hoover upright.
01204	It's a bagless upright that removes more dirt and promotes cleaner air.	Nothing.
01205	Bagless.	Seems pretty powerful.
01206	It's WindTunnel and has a good warranty.	It has a filtration system.
01207	That it removes more dirt.	No loss in suction.

ID	Q6a.	Q6b.
01208	It's a bagless vacuum.	No.
01209	It's a high-tech kind of vacuum.	Has a great warranty of six years.
01210	It's upright, bagless.	It's got a wind tunnel.
01211	That it is a good powerful vacuum cleaner. It does remove the dirt, and the big key is no loss of suction, and the bagless upright is a plus.	No, that's it. It's a good name.
01212	That it would clean well as it says. No loss of suction. It has a six-year warranty.	It is bagless.
01213	It has the word Platinum, along with Hoover.	It is a name brand, and modern, and bagless.
01214	It's bagless.	Warranty -- six-years.
01215	It's got good suction.	It has an air filtration system.
01216	It's got a good warranty.	It's easy to use.
01217	The brand name. The name of the vacuum, WindTunnel. Hoover is a good brand. WindTunnel means power.	No loss of suction, so it is not going to get plugged up, and has a six-year warranty.
01218	Removes much more dirt and has a six-year warranty.	It's bagless.
01219	That it's bagless.	That it removes a lot of dirt.
01220	It cleans much better. It also tells you when the carpet is dirty and clean.	It also has three tunnels, so it cleans your carpet with more suction.
01221	First, that it is bagless and has a six-year warranty.	It has Cyclonic technology.
01222	It's got no loss of suction, and is bagless, and a lifetime filter.	Hoover makes good vacuum cleaners.
01223	It has an excellent dirt power remover.	The push button floor selection adjustment is something I like.
01224	It cleans much cleaner than most of the vacuums that are out now. It removes more dirt.	It is bagless.
01225	Removes more dirt.	Six-year warranty.
01226	It looks like a powerful vacuum.	It looks like a modern technological vacuum.
01227	This cleans better, since it prevents dirt from scattering back onto your clean floors.	Better suction and no bag.
01228	That it's bagless.	It has WindTunnel Technology.
01229	It tells you if your floor is dirty.	Picks-up more dirt.

ID	Q6a.	Q6b.
01230	No loss of suction. Six-year warranty. Removes more dirt.	Looks easy to control. There's no bag.
01231	It seems to be a good vacuum cleaner. It has a light. It is bagless and has a six-year warranty.	The different levels. It cleans on the floor and carpet.
01232	It's bagless, and it cleans more dirt than normal vacuum cleaners.	Doesn't lose suction.
01233	Seems like it removes more dirt because it has patented WindTunnel Technology.	Has a good warranty. Six years.
01234	It has a steam cleaner. It has a six-year warranty. It looks really heavy-duty.	No.
01235	That it is a wind tunnel. Bagless.	No loss of suction, and six-year warranty.
01236	That it is bagless.	It has a HEPA filter, it is a Hoover, and there is a six-year warranty.
01237	The name is popular. I do know about Hoovers. The box has a lot of information on it, so if I don't see a salesperson, I can figure it out. Also, a six-year warranty. I love that.	It will fit in my trunk.
01238	Bagless upright.	Presentability. It looks pretty nice.
01239	That it is bagless. It has HEPA. New technology used to make this vacuum, and it has a warranty.	It is new -- updated. It tells you when the floor is clean.
01240	Bagless. And the suction doesn't lose power.	It has a six-year warranty.
01241	It's a wind tunnel and it's bagless.	There is a warranty, but the warranty does not say what it covers.
01242	It's a sweeper by Hoover.	It has a lot of suction power.
01243	It's a bagless upright vacuum cleaner.	It removes more dirt than other vacuums.
01244	It's going to get your house super-clean. It won't leave any dirt behind.	Cleaner air in the house.
01245	That it's a Platinum Collection.	It's bagless.
01246	It's more high-quality. In big print, it says it picks-up more dirt.	It has a six-year warranty.
01247	It's bagless.	That's it.
01248	It works well.	It's up-to-date. New technology.
01249	That it is bagless and upright.	Six-year warranty.

ID	Q6a.	Q6b.
01250	It is a bagless vacuum. It has a six-year warranty. It is also best in its class.	It removes more dirt and does not lose suction.
01251	It's bagless for sure, and it picks-up more dirt than others.	Cleans a lot faster.
01252	It's bagless.	Might be a big vacuum by the size of the box.
01253	It's bagless and it has a six-year warranty, so it's built to last.	It tells you when your floor is clean.
01254	That by the looks of it, it has many features. And it has a Cyclonic WindTunnel suction.	It is a smart vacuum that tells you when the floor is clean or dirty.
01255	It is a Hoover with a six-year warranty.	It is a bagless, upright vacuum. It combines WindTunnel Technology and Multi-Cyclonic Filtration.
01256	That it removes more dirt than other vacuums, and it's bagless.	Nothing.
01257	That it has a lot of power.	It's not bad for the air. It keeps the air clean. It doesn't throw out any dust and it has more power than any other vacuum.
01258	It is bagless.	No.
01259	It's bagless.	The way it picks-up the dirt.
01260	That it's bagless. That is the first thing that got my attention.	I like the red. It stands for power.
01261	It has a lifetime filter.	HEPA media filtration traps 99.97% of dust.
01262	Deep cleans carpet.	Removes more dirt and is bagless.
01263	That it is a Hoover product.	Six-year warranty, and it is bagless.
01264	That it is a vacuum cleaner that is very high-powered.	Removes more dirt.
01265	That it is the best in its class. Not too bulky.	Has a six-year warranty.
01266	It's a superior vacuum cleaner that has more suction, that isn't lost as long as you own it. It's supposed to clean better.	It keeps the air cleaner by filtering the air as you clean.
01267	It's bagless.	No loss of suction.
01268	It's a bagless upright vacuum made by Hoover.	Removes more dirt and doesn't lose suction.
01269	That it's something better and different than what's out there.	I like the six-year warranty.

ID	Q6a.	Q6b.
01270	Looks strong and bagless.	Nice and sturdy.
01271	It's going to be big and heavy. New technology, because it's bagless.	It's a household name. It's going to have good quality.
01272	It does not use bags.	It lets you know when the compartment is full or empty. It has more suction.
01273	It is a vacuum made by Hoover. It is bagless and picks-up more dirt than other brands.	It has a six-year warranty, is bagless and it says it won't lose suction.
01274	It is a collector's item.	It removes more dirt. That's about it.
01275	The filters are much better.	They remove more dirt in less time.
01276	A six-year warranty and that's good.	It also tells you when the carpet is clean. A green light goes on.
01277	It is a Hoover sweeper.	You don't need bags.
01278	It's a Hoover, and it's bagless.	It says no loss of suction, and a lifetime filter.
01279	It is high-suction.	It sucks up a whole lot of dirt. It's bagless.
01280	How it beats out leading brands with extra power to it.	It has a lot more features than the others that are out there today.
01281	That it is a bagless upright. It also has a DirtFINDER, and it also tells you if the floor is dirty and clean indicators.	It also has a superior dirt rating compared to its competitors. It also has WindTunnel Technology, and Multi-Cyclonic Filtration to remove more dirt without scattering. It has no loss of suction. It has a HEPA filter to remove allergens. It has a lifetime filter and a six-year warranty. It cleans in less time and with less effort.

## Appendix D

### **Responses to Questions 9a/b: *Test Group***

*Base: Respondents Who Said the Clearly Cleaner Section Does Communicate Something about How Well the Vacuum Cleans*

*Q9a. What does the information in this section communicate about how well the vacuum sold in this box cleans?*

*Q9b. Anything else?*

ID	Q9a.	Q9b.
01001	It removes more dirt in one pass, without scattering or pushing dirt back into your carpet.	No.
01002	It clearly leaves your carpet cleaner and removes more dirt than competitive brands.	It doesn't scatter dirt and dust around.
01003	It shows that it cleans a lot better than other vacuums that leave a lot of debris.	It looks smaller. Probably a lot lighter.
01004	It cleans very easily.	Nothing.
01005	It sucks up the dirt better than the competitive brand.	No.
01006	Excellent suction. Better than the competitors.	No.
01007	It doesn't scatter dirt around.	No.
01008	That it removes more dirt without pushing it into your carpet.	No.
01009	It says it removes more dirt. It has a chart where it has cleaning effectiveness compared to two competitors.	No.
01010	It removes dirt in one pass.	Does not push it back into the carpet.
01011	It cleans better than other vacuums.	No.
01012	That it removes the dirt without scattering it or pushing it back in the carpet.	No.
01013	That the vacuum will remove all the dirt.	Nothing else.
01015	Cleans floors better than other sweepers.	No.
01017	It removes more dirt without scattering or pushing the dirt back into the carpet.	Nope.
01018	It cleans more effectively than competitive brands.	It uses a special filtration system to keep from putting the dirt back into the carpet.
01020	Good suction.	No.
01021	That it has really good suction. It could take the dirt right out of the bottom of the carpet.	No, ma'am.
01022	It picks-up dirt in one pass.	No.
01023	Looks like it has a 98% dirt removal rating.	No.
01024	It tells that you have effectively the cleaning results you expect with the cyclone.	How it pushes the carpet back to clean.
01025	It leaves less dirt behind than the other vacuum cleaners.	No.

ID	Q9a.	Q9b.
01026	Has a special cleaner filter for maximum dirt removal.	No.
01028	It tells how the competitors remove dirt compared to the other vacuum cleaner.	Nothing.
01029	It picks-up dirt in one pass.	No.
01030	It removes more dirt without pushing dirt back into the carpet.	It does this all in one pass.
01031	It seems like it would suck up more dirt than its competitor.	And be more efficient.
01032	It shows that it's easier to pick dirt up than its competitors.	No.
01033	The Cyclonic filtration system removes more dirt on one pass, up and down, vs. competitors.	No.
01035	Cleaning percentage of almost 100% compared to competitors.	Removes more dirt without scattering or pushing back into the carpet.
01036	In comparison to two competitors, it cleans in the 99th to 100th percentile. Cleans better. Doesn't leave visible dirt paths.	No, not really.
01037	It cleans almost 100% better than other cleaners.	It does not scatter dirt back into the carpet.
01038	It also says it removes more dirt than other brands do.	It has Multi-Cyclonic Filtration.
01039	It vacuums cleaner in one pass because it has WindTunnel Technology, so it cleans better with fewer passes.	It doesn't scatter dirt or push it back into the carpet.
01040	It says that this vacuum works much better than the competition.	That the vacuum also has a six-year warranty.
01041	Has more air tunnels to help remove more dirt.	No.
01042	In the first picture, it clearly shows good vacuum power without the dirt left after the pass. And in the second picture, the graph expresses that it works better.	The other competitors don't match up.
01043	It removes more dirt than it scatters back in the carpet.	No.
01044	It cleans better than other brands.	It picks-up more dirt.
01045	That it separates the air and dirt, and helps with allergies.	No.

ID	Q9a.	Q9b.
01046	It gives a comparison. For example, the dirt removal rating compared to two other brands. It has a higher rating for dirt removal. It does not come through a single tunnel, so if one of them gets clogged you're not in trouble. Not getting the blowback, so getting the air cleaner. I have a breathing problem.	I'd like to know more about the rotator, what happens if it breaks.
01047	It cleans better than regular vacuum cleaners.	No.
01048	How good it works.	And comparison.
01049	It removes more dirt than other vacuums.	No.
01050	It removes dirt without pushing dirt into the carpet or without scattering it.	No.
01051	Cleans 98% better than other vacuums.	No.
01052	It says it removes more than its competitors.	No.
01054	A clean, efficient process and fewer passes with the vacuum.	That's it, nothing else.
01055	Had a higher dirt removal rating than other competitors.	That it utilizes WindTunnel Technology and Multi-Cyclonic Filtration.
01056	That it picks-up dirt in one place without scattering it around.	No.
01057	It compares it to two other competitors and says that it has WindTunnel Technology.	Nothing.
01058	It says that it picks-up dirt better.	No.
01059	It cleans better than other vacuum cleaners.	Instead of pushing the dirt, it will get it all up.
01060	It picks-up dirt in one pass, forward and backward.	It doesn't scatter it around.
01061	The competitive comparison shows that it performs much better.	The WindTunnel Technology.
01062	How well it cleans.	It cleans technologically well. It's compact. It's bagless.
01063	It would clean really well.	Nothing.
01064	It cleans better than the competitors.	I don't think so, no.
01066	The suction of the vacuum picks-up more and it doesn't push the dirt around.	There are fewer passes when using it.
01067	The dirt removal rating graphs.	The competitive comparison photo looks like a good depiction on how well it works.

ID	Q9a.	Q9b.
01068	From the picture, it says it cleans good to me.	It just shows that it picks-up the dirt pretty good.
01069	It has some kind of comparison chart that shows their level of clean compared to two different competitors.	Their level was the highest.
01073	Very well.	No.
01074	The black-light diagram shows how much dirt it picks-up. The dirt removal rating does not tell me much about how well it cleans.	That's about it for me.
01075	Removes significantly more dirt than the competitors.	Doesn't push dirt back into the carpet.
01076	It says it cleans 100% better than the other two competitors.	No.
01077	The dirt removal rating is 95%.	Nothing.
01078	It shows a dirt removal rating, which shows it being 99% better, or that it picks-up 99% of dirt.	No.
01079	That it cleans better than the competing vacuum cleaners.	That's all.
01080	About the filtration system. It removes more dirt without pushing the dirt back into the carpet.	It gives you a graph to compare cleaning effectiveness.
01081	It cleans the most amount of dirt.	No.
01082	It shows that it's 95% better than others.	It removes more dirt without pushing the dirt back into the carpet.
01083	It says it removes more dirt, without scattering or pushing it back into your carpet.	No, nothing.
01084	Cleans 100% compared to the competitor.	No.
01085	That it does better than the competitors with fewer passes.	It removes more dirt.
01086	It cleans your floor with less work because it sucks up dirt, not just pushing the dirt around.	It is better than two other vacuums on the market.
01088	Provides maximum cleaning.	Maximum dirt removal.
01089	It cleans 20% roughly better than the competition. It saves you passes on the ground.	No.
01090	It gives you an idea how it will work compared to the other ones.	You can see it collects more dirt.
01092	They are 20% better than the two competitors.	Nothing.

ID	Q9a.	Q9b.
01093	Most of them suck the dirt up, then put it back in. It says it does have a good suction on it.	It looks like it beats the competition.
01094	Using the graph, you can see that the bagless upright outperforms the other two competitors.	No.
01095	There is a graph showing 99% of the dirt removal.	Nothing.
01096	It cleans in fewer passes.	No.
01097	It removes dirt without scattering or pushing dirt back into the carpet.	It picks-up more dirt in one pass.
01098	That it uses Multi-Cyclonic technology to pick up more dirt.	That's it.
01099	Something about WindTunnel filtration that doesn't scatter the dirt back into your carpet.	No.
01100	It has WindTunnel Technology and removes dirt without scattering dirt back into your carpet.	You need fewer passes to get results.
01101	It removes more dirt in one pass.	It doesn't push dirt back into the carpet.
01102	The chart shows it's better than the competitors. Seems to work fast.	No.
01103	It picks-up the most dirt. More than its competitors.	No.
01104	It has a dirt removal diagram.	Nothing.
01105	It has a high rate for cleaning.	No.
01106	The WindTunnel Technology, the name and the ratings, and the not pushing the dirt back into the carpet convey to me that it will pick up the dirt very well the first time.	No, that's it.
01107	It cleans very well.	Cleans a lot better than the competitors. Leaves less debris and dirt particles.
01108	It doesn't scatter the dirt or push it back into your carpet.	It cleans the carpet with fewer passes over the room.
01109	It's showing competitive comparison and dirt removal ratings.	No.
01110	Comparing to other competitors, it has a better rating.	No.
01111	It removes more dirt without pushing dirt back into the carpet.	Nothing.
01112	It removes more dirt in the first pass.	No.

ID	Q9a.	Q9b.
01113	Quicker and easier than other vacuum cleaners.	No.
01114	Not very well.	No.
01116	It pulls out more dirt in one pass than the other ones shown next to it on the box.	Nope.
01117	It says it removes the dirt in one pass.	It's bagless and has wind tunnels, and it has a multi-function Cyclonic filtration system to remove more dirt.
01118	It says that it won't leave dirt behind. The icon states that the direction of vacuuming is to move to achieve a clean carpet.	No.
01119	It says to me 100%.	No, that's as good a rating as you can get.
01120	It's extremely accurate and thorough.	No.
01121	It picks everything up.	No.
01122	It tells you how it operates.	Nothing.
01123	It has a higher dirt removal rating than other vacuums.	It utilizes WindTunnel Technology to clean more effectively.
01124	It picks-up the dirt without scattering it or pushing it back into your carpet.	Dirt remover is better than other vacuums.
01126	It cleans better than other vacuums. It has technology that really picks-up the dirt instead of scattering it.	Nothing.
01127	It cleans better than the competitor.	No.
01129	Very well.	No, not really.
01130	By the cleaning effective index. Compares it to the competitor brand.	It does not push dirt back into the carpet.
01131	It's indicating that it cleans really well. It removes more dirt, and doesn't push the dirt back into your carpet. It has a great filtering system.	No loss of suction. Great idea. Must really fit flat to the floor.
01132	Dirt removal.	It's a bagless upright.
01133	Maximum dirt suction and removal of dirt.	No.
01134	The chart effectively conveys how well the vacuum cleans.	Cleans close to 100%.
01135	It's a Hoover collection, and it is better than the others.	No, because I fully don't understand the cleaning index.
01136	It has the WindTunnel Technology.	No.

ID	Q9a.	Q9b.
01137	It shows a dirt removal ratio.	It has a six-year warranty.
01138	It cleans better. Removes 100% dirt.	Nothing.
01139	Does communicate how well it cleans.	Nothing.
01140	It said it cleans better than two competitors.	Nothing else.
01141	Very well in one pass, it doesn't scatter the dirt or push it back into the carpet.	It cleans in fewer passes.
01143	The graph and the filtration.	No.
01144	It tells me that the dirt removal rating over the other competitors is a lot more. It removes dirt without putting it back into your carpet. In other words, good suction.	It's got a picture which is informative.
01145	It has a scale with two competitors and it rates it at 100%.	Nope.
01147	Has almost a 20% higher cleaning advantage over its competitors.	Cleans as I would expect, using fewer passes.
01148	It removes dirt without scattering.	That's it.
01149	It removes more dirt without scattering or pushing it back into your carpet.	It removes more dirt than the competitors.
01150	It's going to pick up more than the other one.	The competitive comparison shows the yellow picking up more dirt.
01151	It says that it removes 100% of the dirt.	It can remove more dirt in one pass.
01152	It is bagless and I like that, and it does not push the dirt back into the carpet.	It gives you percentages of how well this works over other vacuums.
01153	It will pick up the dirt with one pass. You won't have to work yourself to death in order to clean your carpet.	You won't be getting the dirt from the vacuum back into the carpet.
01154	It shows competitors. It shows that it sells more than competitors. It does not tell you who the competitors are. I would remove that section. It's abstract.	That's a good thing, too.
01155	It has it so that it picks-up dirt on one pass.	No. If I want to sell something, I would say who the competitors are.
01156	It cleans in one pass.	It's got a higher rate compared to two competitors.
01157	It removes more dirt.	It removes more dirt.
01158	Definitely removes more dirt.	No.
		It doesn't scatter the dirt all over.
		It's the wind tunnel effect.

ID	Q9a.	Q9b.
01159	That it cleans a lot better than others.	No, that's all.
01160	The photo explains it quite clearly. It cleans better.	No.
01161	That it is really good.	You don't have to go over the carpet more than once to get the dirt up. One time will get it all.
01162	It uses WindTunnel Technology to pull up more dirt.	No.
01163	It removes more imbedded dirt than its competitors.	No.
01164	Dirt removal rating.	No competitors. I also like the edging brush.
01165	To me, it seems it cleans well, because they showed comparisons with other brands.	No, that is all I got from that.
01166	How it has a high dirt removal rating.	And it has an actual picture of how much dirt it removes.
01167	It removes more dirt, and doesn't scatter it or push it back into the carpet.	No.
01168	It shows how much dirt it picks-up in the filter.	Nothing else.
01169	The amount of dirt removal.	That's about it.
01170	That the wind tunnel constantly moves around and won't push the dirt back in the carpet.	I like that it's bagless.
01171	That it's better than the competitors and that it uses new technology.	That's all.
01172	It removes more dirt than regular vacuums.	No.
01174	It takes up 100% of the dirt.	No.
01175	Picks-up more dirt in one pass.	The filter stays cleaner.
01176	That it cleans better than other vacuums.	That it surpasses the competition.
01177	That it doesn't push the dirt around, it sucks it up.	It works good.
01178	It beats out the competition.	More dirt suction than others.
01179	It's 30% better than the competitors.	Nothing.
01180	That it cleans better than the other competitors.	No.
01182	That it removes the dirt without scattering it.	No.
01183	That it picks-up more dirt in one passing than other competitors.	No.
01184	It removes more dirt, as opposed to pushing the dirt into the carpet or into the air.	It's bagless.

ID	Q9a.	Q9b.
01185	It shows that it works better than the two other vacuums.	It shows it's much cleaner, picking up the white powdery stuff than the other two vacuums.
01186	It cleans more effectively than other products by far.	It looks like it cleans fast.
01187	It's modern.	No.
01188	That it actually picks-up instead of spreads.	That it is thorough. That you can see a little bit but not much.
01189	It gives you a dirt removal rating through a scale system.	It shows you a picture and that it cleans more thoroughly.
01191	It picks-up more dirt than competitors.	It doesn't push dirt back in your carpet.
01192	It has a dirt removal rating.	It has a comparison.
01193	Better than other vacuums.	No.
01194	It has a lifetime filter, and separates the air and dirt.	No.
01195	It claims that it will clean your carpet in less time because it does not push the dirt around and back into the carpet.	It has Cyclonic wind tunnels to remove more dirt.
01196	That it won't push dirt around.	Nothing else.
01197	It's got a six-year warranty. I saw that.	I like the fact that it came with crevice tools.
01198	It removes dirt without scattering.	It also does not push dirt back into the carpet.
01199	That compared to other competitors, with one push of the vacuum it picks-up more dirt.	No.
01200	It says it clearly cleans better.	No, nothing more.
01201	It says it does not blow dust around the room or into the carpet. Less dust around the room and carpet.	No.
01202	It talks about removing dirt better.	Nope.
01203	It has advanced technology to get more dirt out of the carpet.	It claims to clean the carpet 100%.
01204	It removes more dirt.	Nothing else.
01206	It removes a lot more dirt than other vacuums.	Nothing.
01207	This vacuum has three air tunnels to remove dirt, and other cleaners only have one.	That's about it.

ID	Q9a.	Q9b.
01208	It's going to pick up more dirt.	No.
01209	Won't scatter or push out dirt back onto the carpet.	It's bagless.
01210	When they base it upon competitors, the Cyclonic bagless picks-up more dirt in one pass.	It utilizes wind tunnels.
01211	That it has good suction. That it has maximum dirt removal and no loss of suction.	Basically, that's the number one item for me.
01213	The bar graph clearly shows that this vacuum cleans better than its competition.	No.
01214	Its dirt removal rating is far superior to its competitors.	Its filters trap more dirt than the others.
01215	Cleans 99% better than the competitors.	No.
01216	It works in one pass.	No.
01217	It gives me the feeling it is a superior product.	Cyclonic theory explained well. Has new technology.
01218	It's clearly cleaning better than its competitors.	No.
01219	That it really sucks up dirt instead of pushing it into the carpet.	No.
01220	It said when you go over the carpet, it will conceal the dirt so it will not go back on the carpet.	Since it has the wind tunnel, it has more suction. It is a Hoover.
01221	It has in just one pass the ability to remove more dirt than competitive brands.	Less effort and more efficient.
01222	It removes more dirt.	The dirt removal rating is high.
01223	It cleans better than most vacuum cleaners. Better than most of the uprights, if this is all true.	No.
01225	That one's the best one.	Nothing.
01226	That it's better than the others.	No.
01227	Cleans 98% better than other vacuums.	No.
01228	It removes dirt better.	Cleans without using a bag.
01229	It's significantly better than other vacuums.	That's it.
01230	One pass is all it takes, as compared to other vacuums when you need to make two or three passes, and it pushes the dirt deep into the carpet.	That's it.
01231	The six-year warranty lets you know that it holds up to the name and will work well.	The savings on the bags.
01232	Dirt removal rating is about 98%.	No.
01233	It cleans more thoroughly in just a single pass.	Removes more dirt the first time.

ID	Q9a.	Q9b.
01235	In one pass.	It doesn't scatter dirt back into the carpet.
01236	That it's almost 100% effective in cleaning, whereas the competitor is 80%.	You need fewer passes. You do not have to roll over your rug as many times.
01237	It shows that it has a better rating than the others, so that means it is the best at removing dirt.	No. It is legible.
01238	According to the graph chart, it indicates how well it cleans.	Nothing else.
01239	It says it cleans better than two of its competitors, and you go back and forth less often to get the floor clean.	No.
01240	It removes most dirt better than other vacuums.	Nothing.
01241	It talks about the wind tunnel and the Cyclonic filtration inside, and how well it removes the dirt.	It gives a percentage of how it removes dirt better than two competitors, but it does not give the name of the competitors.
01242	It has a lot of suction power.	It has WindTunnel Technology.
01243	It's going to remove more without scattering or pushing it around.	No.
01244	The dirt removal is 100%.	That's it.
01245	That it works better than others.	No.
01246	It cleans very well compared to the competitors.	It's faster.
01247	It communicates that it cleans more or better than the competitors.	No.
01248	It's going to clean better than other vacuums.	Nothing else.
01249	That it doesn't scatter or push the dirt back into your carpet, and the ratings are high compared to its competitor.	No.
01250	It removes nearly 100% of dirt compared to other competitors.	It utilizes WindTunnel Technology and Multi-Cyclonic Filtration to remove more dirt.
01251	The percentage rate.	No.
01252	It compares the competitive companies.	Nothing.
01254	The strength of the suction, and how much dirt it does get up out of your carpet. It also says it does not scatter the dirt around.	It also does a comparison of this against other vacuums.
01255	You need fewer passes to pick up the dirt.	It beats the competitors.

ID	Q9a.	Q9b.
01256	It shows that the other competitors don't clean as well.	It cleans in one pass.
01257	That it has a lot of power to remove deep, ground-in dirt.	It appears that it seems to clean three times better than any other vacuum.
01258	That it does better than competitor 1 and 2.	No.
01259	The filtration system. No scattering or pushing the dirt back into your carpet.	No.
01260	It shows that it works pretty good.	Yeah, that would be all.
01261	It does not scatter or push dirt back into the carpet.	Nothing.
01262	Removes more dirt than another vacuum.	Bagless, so no money spent on bags. Does not scatter dirt.
01264	It removes. It's super-clean.	That you can see the dirt go into it.
01265	It says it cleans up about 25% more dirt than its competitors. A lot less strokes to clean up.	Nothing else.
01266	It takes the dirt and puts it into compartments without pushing it back into the carpet.	It removes more dirt without scattering it.
01267	Sounds like it would save you time.	No.
01268	It removes more dirt than other brands.	It uses WindTunnel Technology.
01269	It tells you how it cleans compared to others, but what others.	No.
01270	It gets out a lot of dirt. Good filtration.	Keeps all the dirt in the wind tunnel and doesn't push it out again.
01272	It cleans 98% better than the competitors.	It does not scatter dirt back onto the carpeting.
01273	It picks-up more dirt than other brands of vacuums.	You get better results with fewer passes.
01274	It is better than every other competitor.	It is effective.
01275	It shows that the filter is cleaner.	It removes dirt 100% better.
01276	They are 95% better than their competitors.	Nothing.
01277	Removes more dirt than other brands.	It showed that it left no dirt behind.
01278	It doesn't spit it back out.	Less time vacuuming because of fewer passes.
01279	It removes dirt without scattering or pushing it.	It efficiently cleans in an expert way.

ID	Q9a.	Q9b.
01280	It's got a wind tunnel. It's a filtration system that picks-up much more dirt than the leading brands of vacuums.	No, that's it.
01281	It cleans well in one pass, forward and backwards, and gets carpets cleaner.	It cleans a lot better than its competitors. It has a disclaimer about other competitors.

## Appendix E

### Responses to Question 11: *Test Group*

*Base: Respondents Who Said the Clearly Cleaner Section Does Communicate Something about the Percentage of Dirt the Vacuum Picks-Up*

*Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?*

ID	Q11.
01001	About 97%.
01002	100%.
01003	95%.
01004	Almost 100%.
01005	100%.
01006	100%.
01008	99%.
01009	It looks like 99%.
01011	100%.
01012	98%.
01013	99%.
01017	It shows on the chart marked with blue lines that it's 100%.
01020	98%.
01021	98%.
01023	98% dirt removal.
01024	100%.
01025	It shows 100%.
01029	100%.
01030	100% of dirt is picked up.
01031	It says 100%.
01035	Probably 100% or very near that.
01036	In the 99th to 100th percentile.
01037	It cleans almost 100% better.
01038	I would say 97% to 98%.
01040	That's about a 98% suction.
01042	99% of all dirt.
01045	99.97%.
01048	100%.
01049	100%.
01050	It looks like about 98%.
01051	98%.
01054	It picks-up 100%.

ID	Q11.
01055	100%.
01056	Like 95%.
01057	100%.
01058	80%.
01060	99%.
01061	100%.
01062	100%.
01063	It would clean up 90% of the dirt.
01064	It's above 95%. That's what the graph says.
01066	It picks-up 97% or 98% of dirt.
01067	Looking at the graph, I'd say 100%.
01068	98%.
01073	100% effectiveness.
01075	98%.
01076	100%.
01077	The rating is 95%.
01078	99%.
01079	97%
01080	99%.
01081	100%.
01084	It says 100%.
01085	I would say probably 90% of the time.
01086	The dirt removal rating says it gets 98% of the dirt.
01089	Over the competitors, 20% more.
01090	It looks like a high 90%.
01092	Between 95% and 100%. Picks-up 98%.
01095	Based on the graph, it does indicate 99% is picked up.
01097	It picks-up 100% more dirt.
01098	Probably 98%.
01100	About 95%.
01101	100%.
01102	95%.

ID	Q11.
01103	It shows 100%.
01104	It looks like about 97%.
01105	Like 98% out of 100%.
01106	99%.
01107	100% of the dirt, judging by what the graph says.
01110	100%.
01111	98.5%.
01112	100% dirt in a special prepared test.
01114	97%.
01117	Almost 100%.
01118	Over 95%.
01119	It's 99.7%.
01120	The graph is pretty accurate. I think it does 98%.
01121	It doesn't say percentage but it says it's a cleaner, effective index. Not sure if that's 100% or not. That's something to debate.
01122	100%.
01124	100%.
01126	About 98%.
01127	100%.
01129	Probably like 98%.
01130	95%.
01131	Just about 100%.
01132	97%.
01133	100%. I mean 99%.
01134	99%.
01135	I would say about 98%.
01136	I don't really know.
01138	100%.
01139	100% cleaning.
01143	It looks like almost 100%. Or maybe 95%.
01144	100%.
01145	100%.

ID	Q11.
01147	Approximately 100%.
01148	100%.
01149	100% more, compared to the others.
01150	The percentage with this Platinum picks-up more dirt than the other ones. It says 100%.
01151	100%.
01152	100% of the dirt, according to this.
01153	By what I'm reading, it would pick up 100%.
01154	According to this chart, it looks like it's 100%, which is perfect. But I would think it's impossible.
01156	99%.
01157	100%.
01158	90% to 100%.
01159	About 40% more.
01160	85%.
01163	I say it picks-up 30% more dirt than its competitors.
01164	98%.
01169	Close to 100% dirt removal.
01170	It picks-up 98% of the dirt.
01171	About 98.5%.
01172	98%.
01174	100%.
01175	100%.
01176	99% or more.
01177	100%.
01180	About 98%.
01183	98%.
01184	It has 100% pick-up.
01185	It shows on the side in blue numbers that are percentages. It looks like it picks-up about 98% of the dirt.
01186	It says 100%.
01187	100%.
01188	90%.
01189	It's a high percentage, because of a strong suction system.

ID	Q11.
01191	98%.
01192	100%.
01195	The box claims that it removes between 95% and 100% of the dirt.
01196	There's 99% more dirt removal.
01197	It said 100%.
01198	It states that it will pick up 100% of dirt.
01199	It like picks-up 98% of the dirt, compared to the competition which picks-up 80%.
01200	It says 100% pick-up.
01202	It says 100% compared to others.
01203	I just said 100%.
01206	About 98%.
01209	Cleans up to 100%.
01210	They way it looks, it picks-up to 100% or close to that.
01211	60%.
01213	90%, I would say.
01214	100%. Well, no, probably like 98%.
01215	99%.
01216	100%.
01217	98%.
01218	98%.
01219	100%.
01221	About 97% to 98% dirt removal capability.
01222	100% of dirt is picked up.
01225	95%.
01226	It's going to pick up 100% of the dirt.
01227	98% better.
01228	All of the dirt, 98%.
01229	98%.
01230	100%.
01231	It speaks about a filter, so as long as you keep it clean, it will work. It also talks about the wind tunnel, which prevents it from spitting stuff back out. That is a plus.
01232	98%.

ID	Q11.
01233	98% approximately.
01235	About 98%.
01236	It looks like 95% plus -- not quite 100%.
01237	It says 100%. Maybe 99%. It's not at the tip-top. Nothing can be 100% in the real world.
01238	99%.
01241	It tells you 100%, but you have to see it to believe it, and put it on a dirty carpet to see how much dirt it removes.
01244	100%.
01245	100% of it.
01246	100%.
01247	Maybe 90%, 95%.
01249	100%.
01250	About 98%.
01251	98%.
01252	About 100%.
01254	98% or 99% of the dirt.
01256	100%, give or take a little.
01257	I'm going to say about 99%.
01259	100%.
01260	95%.
01261	Almost 100% better than competitor 1 and 2.
01262	100% of dirt.
01264	98%.
01265	100%.
01266	Almost 100%.
01267	80%.
01268	100%.
01269	It says 100%.
01270	100%.
01272	98%.
01273	100%.
01274	99%.

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ID	Q11.
01275	The chart shows that it removes dirt 100% better.
01279	About 95%.
01280	It says the dirt removal ratio is 40% higher than its competitors.
01281	It says 100%.

## Appendix F

### **Respondents Who Said the Vacuum Picks-Up 90%+ of the Dirt (or “All” Dirt) In Response to Any Question (Questions 6a/b, 9a/b, and 11): *Test Group***

*Q6a/b. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? /Anything else?*

*Q9a/b. What does the information in this section communicate to you about how well the vacuum sold in this box cleans?/Anything else?*

*Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?*

ID	Q6a.	Q6b.
01009	That it's a good looking vacuum. It removes a lot of dirt, basically 100% of the dirt.	It has a six-year warranty.
01131	It looks like it's really well-made. It has three tubes for the dirt, and will not lose suction. No dirt flipping out the sides. It looks really well built, and has indicators that tell you if <i>all</i> the dirt is sucked out of the section you are cleaning.	It's really nice care, and has a six-year warranty.

ID	Q9a.	Q9b.
01013	That the vacuum will remove <i>all</i> the dirt.	Nothing else.
01023	Looks like it has a 98% dirt removal rating.	No.
01035	Cleaning percentage of almost 100% compared to competitors.	Removes more dirt without scattering or pushing back into the carpet.
01036	In comparison to two competitors, it cleans in the 99th to 100th percentile. Cleans better. Doesn't leave visible dirt paths.	No, not really.
01059	It cleans better than other vacuum cleaners.	Instead of pushing the dirt, it will get it <i>all</i> up.
01077	The dirt removal rating is 95%.	Nothing.
01078	It shows a dirt removal rating, which shows it being 99% better, or that it picks-up 99% of dirt.	No.
01084	Cleans 100% compared to the competitor.	No.
01095	There is a graph showing 99% of the dirt removal.	Nothing.
01119	It says to me 100%.	No, that's as good a rating as you can get.
01121	It picks <i>everything</i> up.	No.
01134	The chart effectively conveys how well the vacuum cleans.	Cleans close to 100%.
01138	It cleans better. Removes 100% dirt.	Nothing.
01145	It has a scale with two competitors and it rates it at 100%.	Nope.
01151	It says that it removes 100% of the dirt.	It can remove more dirt in one pass.
01161	That it is really good.	You don't have to go over the carpet more than once to get the dirt up. One time will get it <i>all</i> .
01174	It takes up 100% of the dirt.	No.
01203	It has advanced technology to get more dirt out of the carpet.	It claims to clean the carpet 100%.
01232	Dirt removal rating is about 98%.	No.
01236	That it's almost 100% effective in cleaning, whereas the competitor is 80%.	You need fewer passes. You do not have to roll over your rug as many times.
01244	The dirt removal is 100%.	That's it.

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ID	Q9a.	Q9b.
01250	It removes nearly 100% of dirt compared to other competitors.	It utilizes WindTunnel Technology and Multi-Cyclonic Filtration to remove more dirt.

ID	Q11.
01001	About 97%.
01002	100%.
01003	95%.
01004	Almost 100%.
01005	100%.
01006	100%.
01008	99%.
01009	It looks like 99%.
01011	100%.
01012	98%.
01013	99%.
01017	It shows on the chart marked with blue lines that it's 100%.
01020	98%.
01021	98%.
01023	98% dirt removal.
01024	100%.
01025	It shows 100%.
01029	100%.
01030	100% of dirt is picked up.
01031	It says 100%.
01035	Probably 100% or very near that.
01036	In the 99th to 100th percentile.
01038	I would say 97% to 98%.
01040	That's about a 98% suction.
01042	99% of all dirt.
01045	99.97%.
01048	100%.
01049	100%.
01050	It looks like about 98%.
01051	98%.
01054	It picks-up 100%.

ID	Q11.
01055	100%.
01056	Like 95%.
01057	100%.
01060	99%.
01061	100%.
01062	100%.
01063	It would clean up 90% of the dirt.
01064	It's above 95%. That's what the graph says.
01066	It picks-up 97% or 98% of dirt.
01067	Looking at the graph, I'd say 100%.
01068	98%.
01073	100% effectiveness.
01075	98%.
01076	100%.
01077	The rating is 95%.
01078	99%.
01079	97%
01080	99%.
01081	100%.
01084	It says 100%.
01086	The dirt removal rating says it gets 98% of the dirt.
01090	It looks like a high 90%.
01092	Between 95% and 100%. Picks-up 98%.
01095	Based on the graph, it does indicate 99% is picked up.
01098	Probably 98%.
01100	About 95%.
01101	100%.
01102	95%.
01103	It shows 100%.
01104	It looks like about 97%.
01105	Like 98% out of 100%.
01106	99%.

ID	Q11.
01107	100% of the dirt, judging by what the graph says.
01110	100%.
01111	98.5%.
01112	100% dirt in a special prepared test.
01114	97%.
01117	Almost 100%.
01118	Over 95%.
01119	It's 99.7%.
01120	The graph is pretty accurate. I think it does 98%.
01122	100%.
01124	100%.
01126	About 98%.
01127	100%.
01129	Probably like 98%.
01130	95%.
01131	Just about 100%.
01132	97%.
01133	100%. I mean 99%.
01134	99%.
01135	I would say about 98%.
01138	100%.
01139	100% cleaning.
01143	It looks like almost 100%. Or maybe 95%.
01144	100%.
01145	100%.
01147	Approximately 100%.
01148	100%.
01150	The percentage with this Platinum picks-up more dirt than the other ones. It says 100%.
01151	100%.
01152	100% of the dirt, according to this.
01153	By what I'm reading, it would pick up 100%.

ID	Q11.
01154	According to this chart, it looks like it's 100%, which is perfect. But I would think it's impossible.
01156	99%.
01157	100%.
01158	90% to 100%.
01164	98%.
01169	Close to 100% dirt removal.
01170	It picks-up 98% of the dirt.
01171	About 98.5%.
01172	98%.
01174	100%.
01175	100%.
01176	99% or more.
01177	100%.
01180	About 98%.
01183	98%.
01184	It has 100% pick-up.
01185	It shows on the side in blue numbers that are percentages. It looks like it picks-up about 98% of the dirt.
01186	It says 100%.
01187	100%.
01188	90%.
01191	98%.
01192	100%.
01195	The box claims that it removes between 95% and 100% of the dirt.
01197	It said 100%.
01198	It states that it will pick up 100% of dirt.
01199	It like picks-up 98% of the dirt, compared to the competition which picks-up 80%.
01200	It says 100% pick-up.
01202	It says 100% compared to others.
01203	I just said 100%.
01206	About 98%.
01209	Cleans up to 100%.

ID	Q11.
01210	They way it looks, it picks-up to 100% or close to that.
01213	90%, I would say.
01214	100%. Well, no, probably like 98%.
01215	99%.
01216	100%.
01217	98%.
01218	98%.
01219	100%.
01221	About 97% to 98% dirt removal capability.
01222	100% of dirt is picked up.
01225	95%.
01226	It's going to pick up 100% of the dirt.
01228	<i>All</i> of the dirt, 98%.
01229	98%.
01230	100%.
01232	98%.
01233	98% approximately.
01235	About 98%.
01236	It looks like 95% plus -- not quite 100%.
01237	It says 100%. Maybe 99%. It's not at the tip-top. Nothing can be 100% in the real world.
01238	99%.
01241	It tells you 100%, but you have to see it to believe it, and put it on a dirty carpet to see how much dirt it removes.
01244	100%.
01245	100% of it.
01246	100%.
01247	Maybe 90%, 95%.
01249	100%.
01250	About 98%.
01251	98%.
01252	About 100%.
01254	98% or 99% of the dirt.

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ID	Q11.
01256	100%, give or take a little.
01257	I'm going to say about 99%.
01259	100%.
01260	95%.
01262	100% of dirt.
01264	98%.
01265	100%.
01266	Almost 100%.
01268	100%.
01269	It says 100%.
01270	100%.
01272	98%.
01273	100%.
01274	99%.
01279	About 95%.
01281	It says 100%.

## Appendix G

### Responses to Questions 6a/b: *Control Group*

*Base: All Respondents*

*Q6a. What, if anything, does this box mainly communicate to you about the vacuum sold in this box?*

*Q6b. Anything else?*

ID	Q6a.	Q6b.
02001	It's bagless	The sensor will turn colors, to let you know when it's picked up all the dirt.
02002	It removes more dirt.	Six-year warranty.
02003	That it is bagless.	Has a long warranty. Has power. Seems like it is top-of-the-line.
02004	Powerful. Like little cycles.	No.
02005	The vacuum is bagless. Has Cyclonic filtration.	The vacuum traps 99.97% of dirt.
02006	It is a bagless upright that removes more dirt.	No.
02007	The HEPA thing. It traps 99.97% of dirt, dust and pollens. It has a lifetime filter. I like that.	It's bagless. It has a Multi-Cyclonic Filtration system and a six-year warranty. Hoover is a good brand. It has WindTunnel Technology. It has three units to clean.
02008	That it's bagless.	No.
02009	The suction and adjustment. It's a newer technology.	It will really suck up things on and in the carpet.
02010	The name, Hoover.	That it is lightweight, but I am not sure. I don't see anything that says it is lightweight.
02011	It doesn't use bags and doesn't lose suction.	No.
02012	That it picks-up more dirt than others.	It's not supposed to lose suction at all. I'm not going to have to get it maintenance.
02013	It's an upright vacuum cleaner.	The picture of the vacuum is so large. It is Cyclonic. It is bagless, which is convenient.
02014	It removes more dirt than other vacuums.	Nothing.
02015	That it's bagless.	It doesn't lose suction.
02016	The box makes it obvious that it is a bagless vacuum.	It is manufactured by Hoover. It looks like their top-of-the-line vacuum. It has a six-year warranty. Wind tunnels remove more dirt than other vacuums.
02017	Vacuum cleaner, and it's kind of cool.	It's Cyclonic, and it's bagless, and a six-year warranty. The "removes more dirt," I do not believe.

ID	Q6a.	Q6b.
02018	It tells you about its efficiency. It clearly cleans the air as it cleans your carpet.	It's a whirlwind, and uses no bags.
02019	It is really superior to most vacuums. Pretty, too.	No.
02020	That is a Cyclonic filtration.	That's all I am getting out of it.
02021	It's easier to discard the trash and it removes more dirt.	There is no loss of suction.
02022	It has WindTunnel Technology, so it probably creates a wind tunnel and makes a vacuum to suck the dirt better.	It won't get clogged. It says there's no loss of suction.
02023	It is very up-to-date.	It is technologically advanced. It tells when the floor is dirty and clean.
02024	It looks like Dyson.	Hoover will last for a long time.
02025	That it will get my floors clean, and will tell me when it is clean or if it is still dirty.	It is telling me that it cleans better because it does not get clogged, so it does not lose suction.
02026	Mainly, that it does everything. It cleans the air, has a lifetime filter built in it, and it's self-cleaning.	You can see through. It's a see-through vacuum. It has a six-year warranty on it.
02027	It kind of looks like the Dyson. That's my first impression.	Not really.
02028	It is bagless.	It removes dirt from the air. Has a lifetime filter.
02029	That it is bagless.	I like the fact that the button is on the handle, the on and off button, and it tells you when it has removed all the dirt.
02030	It removes more dirt than other bagless vacuums.	No, that's the main thing.
02031	It removes dirt without losing suction.	It's the best in its class.
02032	Looks modern.	I like the coloring.
02033	That it's bagless and has WindTunnel Technology, which removes more dirt than other vacuum cleaners.	It has a six-year warranty.
02034	It looks trendy and bagless, and removes more dirt, and it says six-year warranty.	No.
02035	It has WindTunnel Technology.	It's bagless.
02036	That there's a high-quality, premium vacuum cleaner inside the box.	Sounds dependable, based on the six-year warranty.

ID	Q6a.	Q6b.
02037	That this vacuum is higher quality than some. It says Platinum, and it is a Hoover product.	It has a six-year warranty and removes more dirt.
02038	There's good suction.	There's a six-year warranty.
02039	That it is high-end.	Has got a warranty. Seems pretty cutting edge, technologically.
02040	The vacuum's suction power.	Your floors will be clean if you use it. It is bagless and convenient to use because it is upright.
02041	It is bagless, removes more dirt, doesn't lose suction, and is the best in its class. It also has a six-year warranty.	This vacuum also has patented WindTunnel Technology.
02042	It says it doesn't have a loss of suction. The wind tunnel. Powerful. Has a light that tells you when it's clean.	No, not really. It sounds like it has a lot of suction. That's important.
02043	It's the best at removing dirt.	It's a bagless vacuum cleaner.
02044	Expensive. Hoover means money.	Quality.
02045	Bagless vacuum.	Special technology. I think it needs a little bit more light for the vacuum. You need light even if there is light to see the carpet. It's a wind tunnel. It's good.
02046	That it's top-of-the-line, because it says Platinum Collection. It's a strong, powerful machine.	No.
02047	That it removes more dirt than any other vacuum cleaner.	It's got good suction. A light indicator will let you know when all of the dirt is out of the carpet. It has a six-year warranty. Most warranties are only a year. It has good suction.
02048	It's bagless.	It has a six-year warranty.
02049	That it has excellent suction power. Bagless.	When you're vacuuming, the dirt sucks up into the vacuum and does not scatter dirt around. Has a good filtration system.
02050	The wind tunnel part I like.	I like the dirty-clean message on the vacuum.
02051	It's a premium bagless vacuum cleaner that picks-up a lot more dirt.	No.
02052	It is a Hoover.	It is bagless.

ID	Q6a.	Q6b.
02053	That it is WindTunnel Technology.	It works real good and removes dirt more than other vacuums.
02054	That it's bagless. It tells you on the vacuum when the carpet is clean, the light comes on. It's new technology. It's upright. It has a warranty.	Nothing.
02055	A vacuum that probably does a great job.	A good filtration system.
02056	It has extra suction to suck up the dirt.	There is no loss of suction so it won't fall back on the floor.
02057	Shows that it picks-up dirt.	No.
02058	WindTunnel Technology helps remove more dirt.	Bagless and upright, with a DirtFINDER that lets you know if your floor is clean.
02059	It uses three air tunnels compared to one. It is three times as efficient at picking up dirt.	The filter stays clean longer.
02060	It's nice. Shiny. Brand new.	It has a lifetime filter. Removes more dirt.
02061	It removes dirt. It has a warranty. Says no loss of suction.	No.
02062	It removes dirt from the carpet. Also, shampoos the carpet.	That's it.
02063	It's bagless.	No.
02064	I think it communicates that the Hoover vacuum has WindTunnel Technology, doesn't lose suction and has a six-year warranty.	No.
02065	Looks very high-tech.	Bagless caught my eye.
02066	That the vacuum is modern technology. I like the fact about the HEPA filter.	That the vacuum is bagless.
02067	It's a bagless cleaner.	Has a six-year warranty.
02068	It removes more dirt.	There is no loss of suction.
02069	It will clean the air.	Lifetime filter.
02070	It's bold.	It's attractive. It's an attractive piece of machinery. It has a lot of steady qualities. Eye appeal.
02071	You don't need a bag, it's bagless.	It has a cyclone filtration system.
02072	It removes more dirt and there is no loss of suction.	And you also get a six-year warranty.

ID	Q6a.	Q6b.
02073	The rubber band puts pressure on it to make it pull. That's how this one works.	No.
02074	It looks like a good vacuum and it is a Hoover.	No loss of suction.
02075	It's got a six-year warranty and doesn't lose suction.	It's bagless.
02076	That they have a big picture, so I can see how it looks. It tells me about the six-year warranty.	It has a wind tunnel.
02077	They are telling me it's a heavy-duty vacuum and will pick up all sizes of dirt.	It's technologically advanced. It's bagless. It won't leave any dirt or dust behind.
02078	That you will see a noticeable difference in how well it will clean your house.	No.
02079	The vacuum in it cleans better than most on the market now.	It uses WindTunnel Technology to suck up the dirt.
02080	It's a high-powered vacuum.	It's durable.
02081	It removes more dirt.	Doesn't allow any suction loss.
02082	It's a vacuum made by Hoover. It's bagless and it says it removes more dirt without loss of suction.	It has a six-year warranty.
02083	It's a bagless upright vacuum.	No.
02084	That it removes more dirt because of all the cycling and stuff.	No.
02085	The Cyclonic action is like advertised on TV. Looks futuristic.	Nice display. Focuses attention on main features.
02086	It's a WindTunnel Technology.	It's a bagless vacuum and removes more dirt.
02087	Catches my eye because of the red color. Like the clean and dirty indicator, and the light on it.	That's about it.
02088	The vacuum cleans very good. It's bagless and has a six-year warranty.	It has a HEPA filter.
02089	The bagless makes it interesting. Also the six-year warranty.	It removes more dirt, and there is WindTunnel Technology.
02090	It has high technology.	It's more powerful than most.
02091	No loss of suction.	It's bagless.
02092	It will remove more dirt.	It's a bagless vacuum.
02093	It's a high-quality vacuum.	It's bagless.
02094	It makes me happy that it's bagless and removes more dirt, and no loss of suction.	Six-year warranty.

ID	Q6a.	Q6b.
02095	It's a bagless vacuum cleaner.	It cleans very well.
02096	Picks-up more dirt than other vacuums.	Has a special second wind stream that prevents the dirt from entering and staying in filters.
02097	That it's bagless and gives you a cleaner result.	It's more efficient than the other vacuums, and you can customize your setting.
02098	It's a good brand. There is no bag to it.	The price is too expensive for this vacuum.
02099	It's bagless, and a Hoover.	The warranty is six years. No loss of suction.
02100	Cleans the air, and it does not lose suction.	That it removes more dirt.
02101	That it's a premium vacuum.	It's bagless, so you don't have to worry about buying bags.
02102	It looks like it would be really nice. I want it.	No.
02103	It's a bagless vacuum that has WindTunnel Technology. It has a DirtFINDER that tells you when it's clean.	It says it removes more dirt.
02104	Cyclonic bagless upright.	Removes more dirt. No loss of suction.
02105	You can actually see what it does. It's clear. You can see inside and how it works.	Modern technology. State-of-the-art. It does everything.
02106	It's a bagless upright.	It removes more dirt.
02107	It's the Platinum Collection, and it's bagless, and it's something called Cyclonic, and no loss of suction.	No.
02108	What it does.	It shows me what it looks like.
02109	It's a powerful vacuum, and it is bagless.	Has good suction.
02110	It's high quality. It says platinum.	It's bagless.
02111	I don't understand the question. It's bagless.	It's a wind tunnel design. It might be the latest technology.
02112	There's no loss of suction, and it's user-friendly, and it's easy to clean.	It has a six-year warranty and has a good air filter that is environmentally friendly.
02113	It's bagless and has a good wind tunnel.	It has a six-year warranty.
02114	It's a good vacuum cleaner. It's bagless. It's easy to read. It cleans.	No.

ID	Q6a.	Q6b.
02115	That it has no bag.	Has a good warranty.
02116	That the vacuum does not spread dirt, and you get the results you want from the vacuum cleaner.	It tells you whether the floor is clean or dirty.
02117	I guess it really depends on which side of the box you're looking at. I had to look at the whole box to get a good idea. That it has patented WindTunnel Technology.	Not much information. Just the photo. Anything they want to convey is not on the front. Cyclonic bagless upright is all right. Should put the message on the top, the photo on the bottom. That it has a HEPA cleaning filter should be on the front.
02118	It removes more dirt.	No loss of suction.
02119	That it's bagless, Cyclonic, and it doesn't push the dirt back into your rug.	No.
02120	It removes more dirt than other brands and it has a light that tells how clean the carpet is.	It is a bagless vacuum.
02121	It's a high-performance vacuum.	Nope.
02122	It is bagless.	The filter shows whether it is dirty or clean.
02123	It has a six-year warranty. It will tell me when the carpet is clean.	That's it.
02124	Cyclonic bagless is what I look at.	The six-year warranty is nice.
02125	It's bagless and it has WindTunnel Technology to get out more dirt. It does not lose suction.	It has a six-year warranty on it.
02126	It removes more dirt. It has a six-year warranty. It looks lightweight.	It's bagless.
02127	That it is bagless.	It is heavy duty and sucks up more dirt. It is a hell of a vacuum cleaner.
02128	It's bagless. That's what caught my eye.	The warranty is pretty good.
02129	It's a Cyclonic bagless vacuum.	It removes more dirt than other vacuums because there is no loss of suction.
02130	Six-year warranty on box.	That it removes most dirt.
02131	It's bagless and it does not lose suction.	Good warranty.
02132	It's bagless. Looks like it will clean the carpets better than the basic ones.	No.
02133	It does a good job of cleaning.	It has a lifetime filter on it.

ID	Q6a.	Q6b.
02134	That there is no loss when you vacuum. It removes more dirt than usual.	There is a six-year warranty and there is a lifetime filter.
02135	It tells me I have a long warranty, and I will not have to keep buying filters for it.	It has a good thing, a HEPA filter.
02136	A six-year warranty. I like the fact that it is a Hoover, and I like the fact that it's bagless. I hate always trying to replace bags. Also, I like that it has a lot of suction to it. Wind power implies that it has a lot of suction to it.	I think the model itself is attractive.
02137	It is a wind tunnel.	It sucks real well.
02138	It handles well. The name is good. Platinum is good. Hoover is good. I'd keep it in the box. It looks good.	No.
02139	It's Hoover, so it's good quality.	It looks like it's trying to show you a lot of power.
02140	Looks beautiful.	Six-year warranty.
02141	It has six different cylinders that suck up the dirty stuff off the floor. It tells you when it's clean or dirty.	No.
02142	There is no loss of dirt pickup, so carpets are much cleaner.	Delivers the deepest cleaning possible.
02143	The vacuum sold in the box is bagless, and it removes more dirt.	It has a six-year warranty.
02144	It's a bagless. It's a Hoover. I like Hoover. It's been around for a long, long time.	The warranty sticks out. It's a six-year warranty. It's a wind tunnel, and has pretty good suction. It says no loss of suction.
02145	That it is a vacuum. It does not stick out in my mind that it is bagless.	Just that it's a vacuum.
02146	It's part of the platinum collection.	Has a six-year warranty.
02147	It is Cyclonic.	The name is Hoover.
02148	It is an upright. It has a six-year warranty.	It's supposed to remove more dirt.
02149	That it's bagless, removes dirt, good warranty.	No.
02150	Has a lot of suction power.	No.
02151	It will remove more dirt.	It's bagless.
02152	It removes more dirt.	It's bagless.
02153	It has a six-year warranty. I like that.	It's bagless.

ID	Q6a.	Q6b.
02154	I like the wind tunnel, and how the suction seems to bring a new twist to the vacuum.	It has a nice aerodynamic shape to it and looks lightweight. That's about it.
02155	It's bagless and removes more dirt.	It doesn't lose suction.
02156	It's bagless and it's upright. It's easy to use. You don't have to reach down to flip it. The power button is located on the handle. It will indicate when it needs to be emptied.	It will do any floor.
02157	It's powerful and good.	There's a six-year warranty, and it won't lose suction.
02158	That it has an air purifier on it, and that is what I really want.	It looks like it picks-up the dirt well.
02159	It has a good suction area.	The warranty is for six years.
02160	It's an upright vacuum.	You don't need bags.
02161	Has better cleaning power than others.	It's a top-of-the-line vacuum.
02162	It is a very powerful-looking vacuum.	Just looks powerful, and a great design.
02163	I like that you have a six-year warranty. No loss of suction.	That it removes more dirt. Air purifier. Has a lifetime filter.
02164	It has WindTunnel Technology.	No.
02165	Big vacuum. Attractive. Removes more dirt.	Best in class. Warranty of six years.
02166	It's a pretty good vacuum cleaner.	No, that's it.
02167	Well, the first thing that comes to mind is that it's bagless, which I don't care for. I've never found one that does the job. It spits it back up after a few uses.	It just mostly looks like any other vacuum. Doesn't look like anything special.
02168	It's got a triple-action wind tunnel that should clean carpets thoroughly.	Maximum dirt removal.
02169	It's crisp and well-put-together, and sophisticated.	Color on the box is dull and doesn't stand out.
02170	It has a six-year warranty and it doesn't lose suction.	It's from the Platinum Collection, whatever that is.
02171	That it's Hoover, and it's upright, and it's bagless.	It has a six-year warranty. It has a nice warranty on it.
02172	It removes more dirt.	It has a six-year warranty.
02173	That it removes more dirt.	That it has WindTunnel Technology.

ID	Q6a.	Q6b.
02174	That it's bagless and it's by Hoover.	No.
02175	It is bagless.	It has WindTunnel Technology. Has a six-year warranty.
02176	That it removes more dirt.	It's bagless.
02177	The Platinum makes it look fancy.	The way it looks.
02178	That it is from a reputable name brand, Hoover, that I am familiar with and trust.	I do not need to buy bags. Cyclonic swirls the air by swirling the dirt. It also has a HEPA filter so no mold spores or dust mites will enter into the air. There is also a great warranty. It appears to be user-friendly.
02179	What it looks like and how it works.	No.
02180	It has Cyclonic technology. It can clean a lot better than most vacuums.	It has an indicator that shows when it is clean and dirty.
02181	It communicates style, ease of using.	It's bagless.
02182	Because it's bagless.	It sucks up dirt better because of no loss of suction.
02183	It explains a lot to you about what it picks-up and how it works.	It's sharp-looking. It shows you what it looks like.
02184	It's a Hoover product.	It's an upright WindTunnel Technology. It is bagless, and that is important. It is a Hoover, and that is the brand I grew up with.
02185	That it is a Hoover.	It is bagless.
02186	It's a bagless upright.	It removes more dirt.
02187	The air that goes in is dirty, but the air that comes out is clean.	Has a really good suction.
02188	Six-year warranty	Lifetime filter.
02189	The vacuum is a new product. The lifetime warranty filter.	Also, the filter is HEPA. A good filter.
02190	It removes dirt without scattering and doesn't push dirt back on the carpet.	It allows maximum dirt removal and is more powerful than other vacuum cleaners.
02191	It's bagless.	Nothing much.
02192	It's bagless. You don't need bags. It has a warranty. No loss of suction. Cleaner air.	It says lifetime filter. Platinum. It's a good vacuum.
02193	It's a DirtFINDER.	It's a Hoover WindTunnel.

ID	Q6a.	Q6b.
02194	It's bagless.	It's by Hoover.
02195	It's a bagless vacuum cleaner.	It removes more dirt. It's the best in its class.
02196	The filter.	No.
02197	That the vacuum is bagless.	It removes more dirt.
02198	How the machine functions.	It's bagless.
02199	It is bagless. Hoover is a good product.	Six-year warranty.
02200	It's a name brand that's been around for a long time.	Platinum is the top of the line.
02201	It delivers the cleanest carpets possible.	No.
02202	It's bagless.	It removes more dirt.
02203	It's the same as everything on the market.	All have Cyclonic action. Hoover should separate themselves from everyone else. They all claim to do the same thing. They all have a wind tunnel, too.
02204	It says Cyclonic Upright Bagless. That it removes more dirt.	No.
02205	Never loses suction. Will last a lifetime.	It's durable.
02206	It is a bagless type of vacuum.	It removes more dirt than other vacuums.
02207	It's a Hoover and has WindTunnel Technology.	It's bagless. It removes more dirt. It has a six-year warranty.
02208	It looks powerful. It's bold and stands out.	It has a six-year warranty.
02209	Looks like a powerful vacuum.	It's bagless.
02210	It tells me it is bagless.	It also tells me it removes a lot of dirt. It also must be well made, because it has a six-year warranty.
02211	That it's Cyclonic. That's good suction, and it's bagless.	It looks like a good vacuum with a six-year warranty.
02212	I think it communicates that the vacuum is bagless, and it has WindTunnel Technology.	No.
02213	That it's bagless.	That it's a Platinum Collection.
02214	It's made by Hoover.	It has a new clean air technology system.
02215	High-tech. It's big enough to do the job.	No.

ID	Q6a.	Q6b.
02216	It has new stuff that other vacuum cleaners don't have.	It will do the job it's talking about.
02217	It looks like it's a good vacuum and sucks up real good.	The warranty looks good, too.
02218	It's bagless and removes more dirt.	No loss of suction.
02219	It's a premium, high-powered vacuum cleaner that removes more dirt than the competitors and doesn't lose suction.	No.
02220	It's quality. Removes dirt. It has a lifetime filter.	It has a six-year warranty.
02221	It's a premium bagless upright.	It's a wind tunnel.
02222	It removes more dirt, and has great filtration to remove more dirt.	No.
02223	It's an upright vacuum. It's bagless. Has WindTunnel Technology and an Embedded DirtFINDER.	It also says it won't have a loss of suction.
02224	That it's powerful. It has WindTunnel Technology. It tells you if your carpet is dirty or clean. The red and green fixture.	It has a HEPA filter.
02225	It's a high quality.	It doesn't look as complicated. It doesn't look like there's a lot of things that I have to change or worry about.
02226	That there is no vacuum bag. Looks modern and futuristic.	It says platinum. One of the best. Great warranty, six years.
02227	It's got a special filter that results in maximum dirt removal.	Doesn't lose suction.
02228	It's bagless.	Nothing.
02229	It removes dirt with no loss of suction.	It has a six-year warranty and should last a long time.
02230	It tells about the color and size.	It lets you know that it's bagless.
02231	There is no loss of suction.	It is bagless.
02232	Bagless. Trying to look upscale, like one I've seen on TV called Orek. Hoover has changed its image.	Nothing else.
02233	That it picks-up the dirt that is embedded in the carpet.	The indicators that say if it's clean or dirty. That the power buttons are on the handle and not near the sweeper or the floor.
02234	It removes dirt.	It gives out cleaner air.

ID	Q6a.	Q6b.
02235	It will remove more dirt, and it is good quality because it has a six-year warranty.	It is easy to use, and it tells you when you have vacuumed up all the dirt from the floor.
02236	The vacuum's thorough. It has a wind tunnel, so it removes more dirt.	It has good suction.
02237	It suctions up all the dirt so that the dirt does not go on the floor.	It deep-cleans the area.
02238	It has cleaner air.	It has a lifetime warranty. It has power controls.
02239	It's a bagless upright.	It removes more dirt. It doesn't scatter it around on your carpet.
02240	That it is a Hoover upright and it's bagless, and I love those features.	It's close to the ground, so it will pick up more than the average vacuum. At least that's what the picture shows.
02241	It looks just like the vacuum I have at home.	No.
02242	That it is a bagless upright vacuum cleaner.	Uses WindTunnel Technology and a six-year warranty.
02243	That it has good suction.	It keeps the air clean, and it has easy access to the controls, and it does bare floors.
02244	It has no bag, and Cyclonic pull for a strong suction.	Very high quality, with a good warranty.
02245	The features, how clean it cleans. The levels for cleaning.	I like the signal showing dirty or clean.
02246	It removes more dirt.	It's bagless and Cyclonic.
02247	That it's an upright and it's bagless.	It's made by Hoover.
02248	It's a WindTunnel Cyclonic vacuum. It has lights that tell you clean or dirty for your cleaning area.	It removes more dirt, and it has a six-year warranty.
02249	That it lets you know when your carpet is clean or dirty.	That it's a collection item.
02250	That it's bagless.	It really cleans and removes more dirt.
02251	It's an upright.	It's bagless.
02252	It is bagless.	No.
02253	It cleans the carpet better than other vacuum cleaners.	It's an advanced vacuum cleaner.

ID	Q6a.	Q6b.
02254	That the vacuum is better than any other vacuum out there. It's a Hoover and removes more dirt.	The Hoover provides a six-year warranty.
02255	That it removes more dirt from your carpet.	It's a Cyclonic bagless upright.
02256	That it's bagless.	There's a six-year warranty.
02257	It's a bagless upright.	I like the no loss of suction.
02258	All the stuff on the bottom. The six-year warranty makes you know that it is a good one.	Hoover is a good company. I know their name. I'll be looking for it.
02259	It's bagless. It shows you the dirty or clean. Others don't do that.	The buttons are on the handle.
02260	Platinum sticks out.	No.
02261	It is a bagless vacuum.	It uses WindTunnel Technology to remove dirt.
02262	That ability of how it cleans.	Powerful. Helps the environment in your home. It's bagless. What really stands out is the word Platinum.
02263	It's bagless and very powerful suction.	No.
02264	It's a Hoover upright vacuum cleaner.	It's bagless.
02265	That it is bagless and hi-tech.	No.
02266	It's trim.	It looks sturdy.
02267	It's a bagless type of vacuum.	It would get dirt out better than other vacuums.
02268	It cleans very good. It picks-up most of the dirt. It has a six-year warranty.	Bagless upright.
02269	That it's easy to use and take care of, because it's bagless and upright.	The vacuum also has a light on it, which makes it easy to see dirt.
02270	That it's a bagless, upright vacuum.	No.
02271	That it's bagless.	No.
02272	It's bagless, and it's Hoover.	Nope.
02273	It looks sleek, easy to use, and lightweight.	No, that's good.
02274	It's a bagless vacuum cleaner.	No.
02275	It shows me all the features.	Also the warranty.
02276	It's specifically to make your air cleaner as you vacuum.	It's made by a well-known brand, Hoover, and it's bagless.
02277	Bagless upright vacuum.	Offers a six-year warranty.

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ID	Q6a.	Q6b.
02278	I like the combination of red with the blue background.	The picture is bold, so it communicates a quality product.
02279	That the controls are at a higher level.	It is bagless.
02280	That it is bagless. Cleaner air, lifetime filter and it looks pretty.	No.

## Appendix H

### Responses to Questions 9a/b: *Control Group*

*Base: Respondents Who Said the Clearly Clean Section Does Communicate Something about How Well the Vacuum Cleans*

*Q9a. What does the information in this section communicate about how well the vacuum sold in this box cleans?*

*Q9b. Anything else?*

ID	Q9a.	Q9b.
02001	It doesn't just push the dirt around.	It really sucks it up and cleans the area.
02002	It doesn't scatter or push dirt back in the rug.	Expect clean results, and it's bagless.
02003	That it effectively achieves the results you expect, and that it removes dirt without scattering and pushing it back into the carpet.	No.
02006	Pretty well. Pretty good.	No.
02007	It's a bagless upright, which is cool. WindTunnel Technology. It doesn't spread dirt.	No.
02009	It says that it sucks the dirt up and doesn't push it back down into the carpet.	No.
02010	That it is going to remove the dirt without putting it back onto the carpet.	Not in that section. That would be it.
02011	It doesn't push the dirt back into the carpet.	No.
02012	Tells me that it does not push it back into the carpet. It's supposed to suck all of the dirt out.	It's supposed to be efficient.
02013	WindTunnel Technology and Cyclonic communicates that there is a good amount of suction.	Filtration to remove dirt without pushing dirt back into the carpet.
02014	It removes the dirt without pushing it into your carpet.	No.
02015	Removes dirt without pushing it into the carpet.	No.
02016	It tells me that the vacuum will give me the cleaning results I expect from an expensive vacuum.	It tells me about the technology used to achieve great results.
02017	It's just there. It says the Hoover Platinum Collection Cyclonic Bagless Upright utilizes WindTunnel Technology and Multi-Cyclonic Filtration to remove dirt without scattering or pushing dirt back into your carpet.	No.
02018	It cleans the dirt faster and better.	It is more efficient than any other vacuum cleaner.
02019	Very good, because it does not push dirt back into the carpet.	Effectively cleans.
02022	It uses Multi-Cyclonic Filtration to remove dirt, and it won't blow it to other spots.	It uses a wind tunnel, so it targets a specific area.
02023	It will not push the dirt around. It will pick it up.	It does not use bags.

ID	Q9a.	Q9b.
02024	Very efficient.	Nothing I can think of.
02025	Through WindTunnel Technology and good filtration. It removes dirt, not pushes it around and back into your carpet.	That it will give you good results.
02026	It says that it's a wind tunnel.	Cyclonic. It removes dirt without putting it back in the carpet.
02027	Obviously, that it doesn't scatter or push dirt into your carpet.	Not particularly.
02028	It deeply cleans and sucks up more dirt.	The filter stays clean longer.
02029	It says it does not return the dirt back into the carpet.	No, nothing. That was it.
02030	It removes dirt without scattering it around or pushing it back into the carpet.	Nope.
02033	It says that it removes dirt without pushing it back into the carpet.	No, not really.
02034	It says that it has Multi-Cyclonic Filtration to remove dirt without scattering or pushing dirt.	No.
02036	Utilizes WindTunnel Technology and Multi-Cyclonic Filtration.	Doesn't push the dirt around.
02037	It has WindTunnel Technology and Multi-Cyclonic Filtration for better results.	It works as well as expected, or better.
02038	It states that the vacuum won't scatter or push dirt around.	That it's bagless.
02039	It tells what technology it uses to keep the dirt from scattering throughout the house.	Says with this vacuum, I can achieve the cleaning I want.
02040	It tells me that it is actually pulling the dirt up and not blowing it back into the carpet.	It has a filter.
02041	The vacuum does not leave dirt behind.	You will get the results that you want.
02042	It removes dirt without scattering dirt around. Has good suction.	Removes dirt and doesn't let it fall back out.
02043	It uses WindTunnel Technology and Multi-Cyclonic Filtration to keep the dirt from scattering and going back into the carpet.	No.
02044	It removes the dirt without pushing it back into the carpet.	No.

ID	Q9a.	Q9b.
02045	That WindTunnel Technology, and Multi-Cyclonic Filtration.	It picks-up all the dirt, and another vacuum would splatter dirt everywhere, which other vacuums do. You have to clean it every week.
02046	It cleans carpets as good as you want it to.	That's it.
02047	It's got a special filterization to remove the dirt without scattering it.	And that it cleans effectively.
02048	It uses WindTunnel Technology and Multi-Cyclonic Filtration.	It does not scatter dirt around.
02049	Has good filtration, and looks like the vacuum has good suction power.	Cleans deep down in the carpet.
02050	It has WindTunnel and Multi-Cyclonic Filtration, features that I know work well for a vacuum.	No.
02051	It doesn't push the dirt back into the carpet like other vacuum cleaners do.	No.
02052	It removes dirt without scattering and pushing it back into the carpet.	Nothing.
02053	That it has filters in it.	It does not push the dirt back into the carpet.
02054	It's filtration. It removes the dirt instead of pushing the dirt back into the carpet.	The bottom box tells me nothing.
02055	That it doesn't push dirt back into the carpet.	It's bagless.
02057	It says it removes dirt without pushing dirt back into your carpet.	No.
02059	It collects all the dirt without putting it back into the carpet.	No.
02060	That it doesn't -- it takes all the dirt from your carpet without leaving any dirt.	No.
02061	That it says that it does not scatter the trash back into the carpet.	No.
02062	It removes dirt without scattering or pushing dirt back into the carpet.	That's it.
02063	It does say it will clean well.	It's Multi-Cyclonic suction.
02064	If you use this vacuum, you will get the cleaning results you expect.	This vacuum won't scatter or push dirt back into your carpet.
02065	It tells me about the technology on how it cleans.	Nothing.

ID	Q9a.	Q9b.
02066	Just because it talks about the technology on how to remove dirt without scattering.	The vacuum provides a Multi-Cyclonic Filtration.
02067	Doesn't scatter the dirt around.	Has a new wind tunnel.
02068	It removes dirt without dirt pushing into the carpet.	That's all it tells me.
02069	Removes dirt without pushing dirt back into your carpet.	No, nothing.
02072	It removes dirt without scattering or pushing dirt back in the carpet.	Nothing.
02074	It removes dirt without pushing it back into your carpet.	Technology.
02075	Removes more dirt.	No.
02077	It's powerful. It's strong.	It has a wind tunnel, which picks-up dirt quickly and easily.
02080	It cleans very well. They condensed the information.	No.
02081	Removes the dirt by using a new filtration unit.	Removes the dirt without scattering or pushing dirt back into your carpet.
02082	It cleans your carpets efficiently.	No.
02083	It gets all the dirt really well, I guess, to my standards. It's what it says.	No.
02084	Seems like it would filter stuff better and not scatter it around.	No.
02086	It sucks the dirt and doesn't push it back.	No, that's it.
02087	It says it picks-up dirt and does not push it back in the carpet.	That's it.
02088	It does not push back the dirt into the carpet but into the cleaner.	It uses a wind tunnel effect.
02089	It does state that it cleans it well, and that it removes the dirt.	It will achieve what I want from a vacuum.
02090	It has a Multi-Cyclonic Filtration that removes dirt.	No.
02091	It cleans really well.	No.
02092	It has WindTunnel Technology and Multi-Cyclonic Filtration to remove dirt without scattering or pushing dirt back into my carpet.	No.

ID	Q9a.	Q9b.
02093	It cleans efficiently.	It removes the dirt without pushing it back into the carpet, by utilizing WindTunnel Technology.
02094	That it cleans effectively, and that it doesn't push the dirt back in the carpet.	No.
02095	It will remove the dirt cleanly, so that it will not end up in the carpet.	No.
02096	When vacuuming it will not spread dirt around, but instead sucks into the vacuum.	Nothing.
02097	It said it gives you an efficient clean, and dirt does not spread.	No.
02098	It picks-up dirt as it goes.	It doesn't scatter it around.
02099	It doesn't push dirt back into the carpet.	Nothing else.
02100	Cleans the air and has good suction power.	No.
02101	Cleans better because it does not lose any suction and it's bagless.	No.
02102	It picks-up the dirt and doesn't move it all over the floor.	Pretty easy to use.
02103	The WindTunnel Technology and filtration removes dirt without scattering or pushing the dirt back into your carpet.	Nothing.
02104	To remove dirt without pushing it back into the carpet.	Nothing else.
02105	It completely cleans. It picks everything up. A lot of times, other vacuums leave things behind.	You don't have to go over an area twice.
02106	It doesn't scatter or push the dirt back into the carpet.	No.
02107	It cleans well without scattering or pushing the dirt back in the carpet.	No.
02108	I don't know.	It just tells me what it does.
02109	Engineered to drop the dirt out of the air stream so that the filter stays clean and prevents loss of suction.	Nothing else.
02110	That it uses wind tunnels to clean dirt without scattering or pushing dirt back into the carpet.	It will probably get the carpet as clean as I expected.
02111	It tells you what it can do. It picks-up dirt and doesn't push it around.	I'm at a loss.

ID	Q9a.	Q9b.
02112	It clearly cleans as expected with a triple-action wind tunnel.	It removes more dirt in less time and deep cleans.
02113	It doesn't push dirt back into your carpet.	It has a Multi-Cyclonic Filtration system.
02114	On a scale of one to five, I would give it about a three. A so-so job.	No.
02115	It tells me it won't push dirt out.	Nothing.
02116	It has an Embedded DirtFINDER on it.	That's it.
02117	It doesn't put dirt back in the carpet.	No.
02118	It uses WindTunnel Technology.	It doesn't push dirt around.
02119	That it gathers dirt instead of spreading dirt.	No.
02120	It makes it seem like it will suck a lot of dirt out of the carpet. It has Multi-Cyclonic Filtration.	Removes dirt without scattering or pushing the dirt.
02122	It says it won't scatter the dirt or throw it back on the carpet.	Efficient.
02124	It doesn't push dirt back into your carpet. I like that.	No.
02125	It removes more dirt without scattering it or pushing dirt back into your carpet.	No.
02126	It has the wind tunnel effect to pick up all dirt. Doesn't scatter it back on the carpet.	Get the clean that you expect.
02127	It says it is a damn good vacuum.	It has a wind tunnel.
02128	It will remove the dirt without scattering it or putting it back in your carpet.	Nothing other than how well it cleans and sucks up the dirt.
02129	It cleans better than other vacuums because it doesn't scatter dirt around or push it back into your carpet.	No.
02130	The clean result you expect. It sounds catchy.	No.
02131	Removes dirt without scattering it back in your carpet.	No.
02132	That there are three tunnels instead of one, so it sounds like it would do a better job than a regular one.	No.
02133	It has WindTunnel Technology that will lift the dirt out of the carpet.	That's all.
02134	It does remove the dirt without pushing it back out.	Nothing.

ID	Q9a.	Q9b.
02135	Because the WindTunnel Technology is great. It also says it efficiently cleans.	Nothing else.
02137	That it is very effective.	It is reliable.
02138	The Hoover Cyclonic cleans very well.	Runs with efficiency. It's efficient.
02139	Pulls all the dirt out.	It does it in less time than other vacuum cleaners.
02140	It has Cyclonic filtration.	Gives the results I would expect.
02141	The section that says Multi-Cyclonic. That removes dirt without scattering or pushing it back in your carpet.	No.
02144	It says when you push the vacuum, it sucks it up rather than scatter the dirt all over.	No dust particles come out.
02145	It tells me it's a vacuum. It's not telling me anything that exciting.	No.
02147	It removes dirt without scattering and without pushing the dirt back into the carpet.	No, that's it.
02148	It would be very good for cleaning.	Cleans well, and easy to empty because it's bagless.
02149	It picks-up the dirt without scattering the dirt around.	No.
02151	It doesn't push the dirt back into the carpet.	It doesn't scatter dirt.
02152	It removes dirt without scattering or pushing dirt back into the carpet.	Nothing.
02153	It does not throw the dirt back out.	Nothing.
02154	It tells me the quality of the vacuum and the different functions.	That's about it.
02155	It uses WindTunnel and Cyclonic filtration to remove the dirt.	It cleans efficiently without pushing the dirt back into the carpet.
02156	It will clean the way you expect. It has a six-year warranty.	No.
02157	It picks-up a lot of dirt, and it won't push the dirt back down into your carpet.	It will do exactly what you want it to do.
02158	That it removes the dirt without putting it back in the carpet.	No.
02159	It does not scatter or push the dirt. It lifts it out of the carpet.	It's a good way to clean the carpet.

ID	Q9a.	Q9b.
02161	That it has great suction.	No.
02162	Because it says it will not scatter dirt.	No.
02163	It doesn't scatter the dirt and push it back into your carpet.	No.
02164	It removes dirt without scattering or pushing dirt back into your carpet.	You can expect clean results.
02165	Powerful. Would not be messy because the vacuum is bagless.	Cleans the way I would expect a vacuum to clean.
02168	It has maximum dirt removal.	Excellent suction.
02169	That it picks-up all the dirt on the ground or carpet.	No.
02170	It has WindTunnel Technology, and removes dirt without scattering or pushing dirt around.	No.
02171	Efficiently achieves the results you expect.	No, that's pretty much it.
02172	It says it removes dirt without scattering or pushing dirt into the carpet.	No.
02173	That it doesn't push dirt back into your carpet.	Nothing else.
02175	It removes dirt without scattering or pushing dirt back into your carpet.	No.
02176	It has a filter for maximum dirt removal.	No.
02177	Removes dirt without putting it back out.	No.
02179	Short and brief and to the point about how well it cleans.	No.
02180	It cleans quite well and does not push the dirt back into the carpet.	Nothing.
02181	It says filtration for removing maximum dirt.	There's no loss of suction.
02182	It wouldn't scatter dirt or push it back into the carpet.	No.
02183	It explains that it takes the dirt and dust and keeps it inside of it. It filters it.	It says, efficiently achieves the clean results you expect.
02184	It cleans efficiently and does not push the dirt around.	No.
02185	It removes dirt without scattering or pushing it back into the carpet.	No.
02186	It uses a wind tunnel.	It doesn't scatter. It gets rid of dirt.

ID	Q9a.	Q9b.
02187	The vacuum cleans well because it pulls the dirt up. It does not use a bag. It's better than other vacuums on the market.	No.
02188	Multi-Cyclonic Filtration	It is bagless, and you don't have to change the bags, and that is important.
02190	That it removes dirt without scattering and doesn't push dirt back into the carpet.	You will achieve the clean results you expect.
02193	It efficiently cleans.	It gives you the clean results that you expect.
02194	It has a wind tunnel and Multi-Cyclonic Filtration.	It removes dirt without scattering or pushing dirt around.
02195	It removes more dirt.	It doesn't scatter or push the dirt back into the carpet.
02196	It picks-up without pushing back into the carpet.	No.
02197	That it removes dirt without scattering it or pushing it back into your carpet.	No.
02198	Very well.	It's of a new design.
02199	You can see the results you expect.	Will not scatter dirt back into your carpet.
02200	It removes dirt without scattering it.	It doesn't push the dirt into the carpet.
02201	Removes much more dirt.	No.
02202	It doesn't scatter or push dirt around.	No.
02205	Gives you the results you expect.	Cleans exactly the way you would want.
02206	It removes dirt without scattering it around.	It gives the clean result that I expect.
02207	It says it moves dirt without pushing it back on your carpet.	You will get the clean results that you expect.
02208	It doesn't push the dirt back into the carpet.	No.
02209	Won't scatter dirt around when it cleans.	Nothing.
02210	It says it will achieve the results I expect.	No, nothing.
02211	That it does not leave any dirt behind, and does not push the dirt back in the dirt.	It also looks to have a good filter.
02213	Removes dirt without pushing it back into the carpet.	Nothing.

ID	Q9a.	Q9b.
02214	It removes dirt.	Gives you the results you expect for being clean.
02215	That it's good. That it's going to do a good job. If it doesn't do the good job, you can return it.	No, not really.
02216	They talk about the wind tunnel. It doesn't push the dirt back into the carpet.	No.
02217	It tells me it removes dirt good and does not push it back into the carpet.	Nothing.
02218	To remove dirt without scattering or pushing dirt into your carpet.	No.
02219	It removes the dirt without putting it back onto the carpet or scattering it around.	No.
02220	It doesn't push the dirt back into the carpet. It removes dirt without scattering it.	It is a bagless vacuum. It will clean the floor to my expectations.
02221	It's efficient, and it removes the dirt.	No.
02225	I think it indicates that it would clean better than a normal vacuum.	Sometimes when you vacuum, you see little bits of dirt falling back out. This makes you think that that won't happen.
02226	It clearly emphasizes Clearly Clean. They are focusing on that.	It says that sucks in dirt, not scattering it or pushing it in.
02227	Extremely.	Removes more dirt in less time with better suction and filtration.
02228	It picks-up dirt in a better way.	It does not scatter it.
02229	It removes dirt without scattering.	Nothing.
02230	You will get the cleaning job you expect.	It is a wind tunnel.
02231	It removes dirt without scattering or pushing it.	Nothing.
02232	It doesn't blow the dirt back into your house.	Nothing else.
02233	Removes dirt without scattering or pushing dirt back into your carpet.	No.
02234	It removes dirt without scattering or pushing dirt.	Nothing.
02236	It's good for removing dirt.	It doesn't push the dirt back into the carpet.
02237	It removes dirt without scattering.	Nothing.
02238	It has a wind tunnel, and it moves the dirt into the filter.	Nothing.
02239	It says it cleans with results you expect.	No.

ID	Q9a.	Q9b.
02240	That it is a wind tunnel, and it's filtered.	It has good pick-up.
02242	Uses WindTunnel Technology which removes dirt, without blowing the dirt away or back into the carpet.	The vacuum has Multi-Cyclonic Filtration.
02243	That it keeps the dirt inside and does not push it out.	That it is bagless.
02245	It says it picks-up without scattering.	It has good pick-up. It has good suction.
02246	It doesn't scatter dirt and push it back into the carpet.	No.
02247	Removes more dirt.	That's it.
02249	That it has the filtration, and will clean without leaving anything behind.	That it's bagless.
02250	It says it won't scatter dirt back, so you get the kind of clean you're really looking for.	No, nothing.
02251	It says it removes dirt without scattering and doesn't put it back on the carpet.	It has a HEPA filter, so it doesn't push the dirt back into the air. It keeps the air cleaner.
02252	It will remove the dirt without pushing the dirt back into the carpet.	No.
02253	It removes dirt and doesn't push it back into the carpet.	No.
02254	Multi-Cyclonic Filtration removes dirt without scattering or pushing dirt back into the carpet.	The Hoover utilizes WindTunnel Technology.
02255	Says that it removes more dirt.	No.
02256	That it uses WindTunnel Technology	It removes dirt without scattering or pushing it back into the carpet.
02257	That it's good, because it doesn't put the dirt back on the carpet.	No.
02259	It says it doesn't push back dirt into your carpet.	No.
02260	It's going to get the results you expect.	No.
02261	It cleans efficiently.	It is bagless.
02262	It cleans efficiently.	It tells you how the dirt is removed and where it's put.
02263	Deepest possible cleaning.	Better suction.
02264	It doesn't put dirt back in the rug.	No.

ID	Q9a.	Q9b.
02265	It uses buzz words like WindTunnel Technology and Multi-Cyclonic Filtration.	It says the clean results you expect.
02267	It states that it will remove dirt without scattering it on the carpet.	It guarantees it will clean better and pick up all the dirt.
02268	Pushing dirt around and removes it, but without scattering around.	That's it.
02269	It doesn't move the dirt around.	Nothing else.
02270	It sucks up the dirt without pushing the dirt around.	No.
02272	It removes dirt and doesn't push it back into the carpet.	No.
02273	It says that it clearly cleans -- no dust.	It says it's bagless.
02274	Lift and remove dirt from carpet.	No.
02275	The WindTunnel Technology.	The Multi-Cyclonic.
02276	It would give the cleaning results I expect.	It doesn't allow the dirt to spread or go back into the carpet.
02277	Has WindTunnel technology.	Effectively sucks up the dirt instead of blowing and scattering the dirt around.
02278	It tells you that the vacuum has a good sucking power.	That's it.
02279	It says it removes the dirt, not pushing it back into the carpet.	No.
02280	That 99.9% of dirt, dust and pollen are trapped.	No.

## Appendix I

### Responses to Question 11: *Control Group*

*Base: Respondents Who Said the Clearly Clean Section Does Communicate Something about the Percentage of Dirt the Vacuum Picks-Up*

*Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?*

ID	Q11.
02001	It doesn't give a number, but to me it doesn't have to because it deep-cleans the area.
02002	Probably all. Hoover is a good vacuum.
02006	According to that, I want to say 80%.
02009	I don't know a number, but the words imply it has a higher percentage than other vacuums do.
02010	I will say all of it, because of what it says here. Of course, I don't know whether it will do that.
02017	100%, maybe 90%.
02019	100%. I like that it tells you if it is clean or dirty. It's cool.
02028	80%.
02045	85% to 90%.
02049	Probably about 99% of dirt.
02053	It gives 100%.
02061	Maybe 90%.
02062	Picks-up all the dirt that is on the ground.
02074	100%.
02080	90%.
02086	It picks-up all the dirt with no loss of suction.
02087	I'd say about 90%.
02098	100%.
02102	90%.
02109	100%.
02114	All of it or 98%.
02115	It tells me it will pick up 100%, knowing that it doesn't push dirt out.
02124	I don't have an opinion.
02137	At least 95%.
02138	100%.
02144	80% to 90%, which is good odds.
02149	99%.
02154	I'd say 80%.
02158	It doesn't say.
02173	All of it.
02177	95%.

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ID	Q11.
02198	85%.
02200	It picks-up 100% of the dirt.
02208	90%.
02211	100%.
02217	75%.
02225	I'd expect at least 99% to tell you the truth.
02226	If it is efficient like it says, I think it would remove a high percentage.
02230	It lets you decide on the percentage, based on your expectations and what you feel is good.
02232	I don't know the percentage.
02243	95%.
02268	50%.
02273	100%.
02278	35% pick-up.
02280	99.9%

**Appendix J**  
**Respondents Who Said the Vacuum Picks-Up**  
**90%+ of the Dirt (or “All” Dirt) In Response to Any Question**  
**(Questions 6a/b, 9a/b, and 11): *Control Group***

*Q6a/b. What, if anything, does this box mainly communicate to you about the vacuum sold in this box? /Anything else?*

*Q9a/b. What does the information in this section communicate to you about how well the vacuum sold in this box cleans? /Anything else?*

*Q11. Based on the information in this section, what percentage of dirt do you think the vacuum sold in this box picks-up?*

ID	Q6a.	Q6b.
02001	It's bagless	The sensor will turn colors, to let you know when it's picked up <i>all</i> the dirt.
02029	That it is bagless.	I like the fact that the button is on the handle, the on and off button, and it tells you when it has removed <i>all</i> the dirt.
02047	That it removes more dirt than any other vacuum cleaner.	It's got good suction. A light indicator will let you know when <i>all</i> of the dirt is out of the carpet. It has a six-year warranty. Most warranties are only a year. It has good suction.
02235	It will remove more dirt, and it is good quality because it has a six-year warranty.	It is easy to use, and it tells you when you have vacuumed up <i>all</i> the dirt from the floor.
02237	It suctions up <i>all</i> the dirt so that the dirt does not go on the floor.	It deep-cleans the area.

ID	Q9a.	Q9b.
02012	Tells me that it does not push it back into the carpet. It's supposed to suck <i>all</i> of the dirt out.	It's supposed to be efficient.
02045	That WindTunnel Technology, and Multi-Cyclonic Filtration.	It picks-up <i>all</i> the dirt, and another vacuum would splatter dirt everywhere, which other vacuums do. You have to clean it every week.
02059	It collects <i>all</i> the dirt without putting it back into the carpet.	No.
02060	That it doesn't -- it takes <i>all</i> the dirt from your carpet without leaving any dirt.	No.
02083	It gets <i>all</i> the dirt really well, I guess, to my standards. It's what it says.	No.
02105	It completely cleans. It picks <i>everything</i> up. A lot of times, other vacuums leave things behind.	You don't have to go over an area twice.
02126	It has the wind tunnel effect to pick up <i>all</i> dirt. Doesn't scatter it back on the carpet.	Get the clean that you expect.
02139	Pulls <i>all</i> the dirt out.	It does it in less time than other vacuum cleaners.
02169	That it picks-up <i>all</i> the dirt on the ground or carpet.	No.
02267	It states that it will remove dirt without scattering it on the carpet.	It guarantees it will clean better and pick up <i>all</i> the dirt.

ID	Q11.
02002	Probably <i>all</i> . Hoover is a good vacuum.
02010	I will say <i>all</i> of it, because of what it says here. Of course, I don't know whether it will do that.
02017	100%, maybe 90%.
02019	100%. I like that it tells you if it is clean or dirty. It's cool.
02045	85% to 90%.
02049	Probably about 99% of dirt.
02053	It gives 100%.
02061	Maybe 90%.
02062	Picks-up <i>all</i> the dirt that is on the ground.
02074	100%.
02080	90%.
02086	It picks-up <i>all</i> the dirt with no loss of suction.
02087	I'd say about 90%.
02098	100%.
02102	90%.
02109	100%.
02114	<i>All</i> of it or 98%.
02115	It tells me it will pick up 100%, knowing that it doesn't push dirt out.
02137	At least 95%.
02138	100%.
02144	80% to 90%, which is good odds.
02149	99%.
02173	<i>All</i> of it.
02177	95%.
02200	It picks-up 100% of the dirt.
02208	90%.
02211	100%.
02225	I'd expect at least 99% to tell you the truth.
02243	95%.
02273	100%.
02280	99.9%.

**CERTIFICATE OF SERVICE**

I hereby certify that on April 16, 2009, a true and correct copy of the present DECLARATION OF E. DEBORAH JAY IN SUPPORT OF DYSON'S MOTION FOR A PRELIMINARY INJUNCTION was served on the following parties as indicated below:

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*via electronic mail and next day delivery*

s/ David K. Callahan

*Counsel for Plaintiffs*